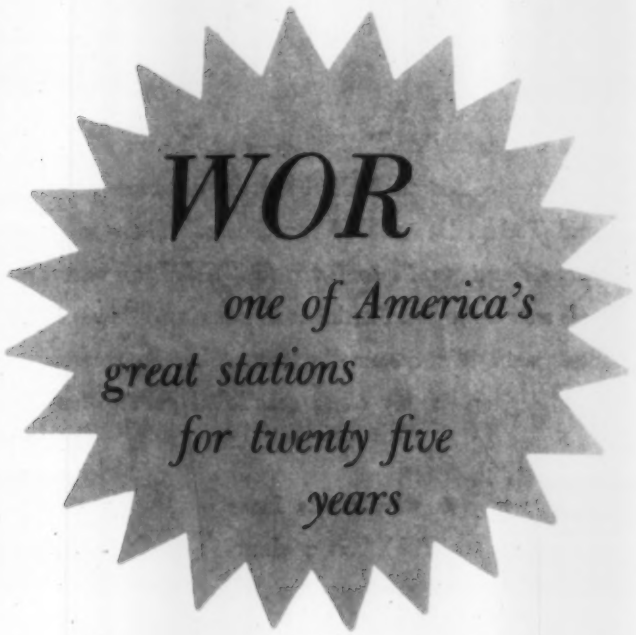
FEBRUARY 24, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING



That WOR is here to celebrate its 25th Anniversary this month, is the result of a number of sound and basic beliefs. Among them . . .

WOR has always watched for any tendency on its part to be satisfied with the usual, to hesitate to experiment with the new and different. For WOR knows that while other businesses might commit this error and exist, to do so in the mercurial, fast-changing field of broadcasting would be fatal.

This awareness, this eagerness to pioneer, this impatience with the dull and hackneyed, circulates through every moment of WOR's programming day and, in the process, is unconsciously absorbed by its sponsors. That it works, is repeatedly reaffirmed in scores of surveys and 107 enviable success stories.

mutual

STORM WARNINGS:

"No School Today in Akron, Iowa"

When Ol' Man Winter "blitzed" Big Aggie Land with a blizzard, February 7th, 71 schools in 3 states called WNAX by long distance requesting that we announce: "No School Today, Because of the Storm." *Many of these same schools had us instruct parents and pupils to listen to WNAX for future announcements as to when their schools would reopen.* Furthermore, during this same storm, we carried 43 service announcements about cancellations of band concerts, basketball games, Farmers Union meetings and many other scheduled get-togethers.

Kinda goes to show you why folks here in Big Aggie Land look to WNAX as a clearing house for all important information . . . whether it's about blizzards . . . or an advertiser's product or services.

a Cowles Station

WNAX

SIOUX CITY - YANKTON AFFILIATED WITH THE AMERICAN BROADCASTING CO.

THE YANKEE NETWORK

is pleased to announce

THE YANKEE NETWORK INSTITUTE

On Saturday, December 14, The Yankee Network introduced to New England a new public service feature — The Yankee Network Institute, organized to function as a separate unit within The Yankee Network and to present a series of regular programs devoted to the advancement of art, science, law, medicine, social welfare and education in New England.

Yankee now presents a broad, integrated series of programs as a continuous weekly feature, enlisting the talents of outstanding personalities for authoritative panel discussions or expert individual presentations of special subjects.

The Yankee Network Institute is co-ordinating its efforts with the New England Committee on Radio in Education, The League of Adult Education, the American Bar Association, The Massachusetts Society for Medical Research, State and Federal bureaus, schools and colleges and recognized leaders throughout New England.

The Yankee Institute has presented a series of American Bar Association round-table discussions, including such subjects as "The Juvenile Delinquent" — "Taxing the Family Income" — "Should the Wagner Law Be Amended?" — "Portal to Portal Pay" — "United Nations or World Federation?" — "Should Capital Punishment Be Abolished?" — "Should Women Serve on Juries?" — "The City Manager Form of Government" — "The Function of the Police."

The Institute Forum, for panel discussions, is a Saturday evening program, 7:00 to 7:30. The Institute Journal — Saturday afternoons, 2:30 to 3:00 — presents individual speakers with such special subjects as "The Atomic Age" — "Research in Cancer" — "Scientists of the Future" — "The Outlook for Drama" — "Post War Music" — "The G.I. as a Student" — "Medical Problems" — "Universal Military Training" — "Business Prospects" — "Sales Management."

PERSONALITIES WHO HAVE APPEARED ON YANKEE NETWORK INSTITUTE PROGRAMS

(Partial List)

Francis J. McCabe
Chief Justice, Juvenile Court of Rhode Island.

John J. Connolly
Presiding Justice, Juvenile Courts of Boston.

Arthur W. Blakemore
Famous lawyer and legal writer.

John F. McSweeney
Superintendent Boys' Parole Division, Massachusetts Training Schools.

A. Frank Reel
Secretary-treasurer, American Federation of Radio Artists. One time defense counsel in the Yamashita trial.

Bernard L. Alpert
New England regional director National Labor Relations Board.

William S. Lawrence
Science editor, New York Times, twice winner of Pulitzer prize for reporting, one of the few four-time observers of atom bomb explosions.

Mrs. Leslie Cutler
Chairman Aviation Commission, representative in the Massachusetts Legislature.

Sybil Holmes
Former state senator in the Massachusetts Legislature and former assistant attorney general of Massachusetts.

Philip Nichols
Professor of taxation, Boston University.

Harlow Shapley
Harvard professor, director of the four Harvard observatories, international authority on astronomy, president of the American Association for the Advancement of Science.

Arthur Fiedler
Founder and director of the famous Boston Pops and Esplanade Concerts.

Dr. John F. Conlin
Chairman, Massachusetts Society for Medical Research.

Corinee Mead
President of the Massachusetts Library Association.

Paul F. Clark
President, John Hancock Life Insurance Company.

Channing Cox
Former Governor of Massachusetts, president of the Boston Chamber of Commerce.

Dr. Glenn N. Merry
Professor of marketing, New York University.

John R. Davis
Vice president, Ford Motor Company, Dearborn, Michigan.

Edwin N. Griswold
Dean of Harvard Law School.

Carter Davidson
President, Union College, Schenectady, N. Y.

Dr. Daniel L. Marsh
President, Boston University.

Howard Blakeslee
Science editor of the Associated Press.

Harry Davis
Science editor of News Week, authority on radar.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WHEN PRESIDENT TRUMAN leaves on jaunt to Mexico City March 2, J. Leonard Reinsch, managing director of Cox radio stations and radio adviser to President, will be in official retinue.

DESPITE surface calm, news trouble is brewing again at White House. Radio newsmen are wondering whether they're getting runaround on arrangements for the Chief Executive's Caribbean trip because of inadequate voice transmission facilities which would give press corps break. Question raised again whether there should be combination press-radio secretary (Charley Ross) or whether radio should be separate portfolio, as President originally intended.

BIGGEST deterrent to new broadcast building projects—Civilian Production Administration $1,000 limit on non-housing structures—may be lifted by summer. Budgetary axe apparently sharpened for CPA, and critical material shortages easing in many lines. CPA still holding to $50,000,000 average weekly total for new project grants.

SOME EYEBROW LIFTING in political circles in Washington over applications for new stations in Kansas with which former Governor Alf Landon, 1936 Republican Presidential nominee, is identified. They wonder whether Alf proposes to become entrenched in Kansas radio to tie into political comeback effort.

FCC FIGURES it came out all even on "temporary expediting procedure" wherein it called for a 90-day hiatus in consideration of broadcast applications following Feb. 7 filing deadline. It had been receiving about 25 new station applications per week. It received approximately 325 applications up to Feb. 7 deadline or at rate of about 25 a week for 13-week freeze.

BECAUSE OF LOG JAM of broadcast applications FCC may soon rescreen those designated for hearing in hope of eliminating conflicts and thereby obviating necessity for involved hearing procedure.

HIGH PRICE of receivers with FM circuits, deterrent to anticipated swelling of FM audience, may become less serious factor if set costs can be clipped. One manufacturer understood to plan announcement later in year of FM set in $30-$40 range. New circuit design said to eliminate three tubes. Present minimum for AM-FM set is $58.50.

FCC CHAIRMAN DENNY, Commissioner Jett, and staff members who will make up delegation to International Telecommunications Conference at Atlantic City beginning May 15, hope to establish shuttle plane service to and from Washington. Negotiations in progress for

(Continued on Page 94)

Upcoming

Feb. 24: Multiple Ownership Hearing, FCC, Washington.

Feb. 24-25: NAB Music Advisory Committee, New York.

Feb, 26-27: NAB Freedom of Radio Committee, New York.

Feb. 27-March 2: Annual Conference on Station Problems, Oklahoma U., Norman, Okla., and Skirvin Tower, Oklahoma City.

March 3: NAB News Subcommittee, Program Executive Committee, New York.

(Other Upcomings page 92.)

Bulletins

PLAY-BY-PLAY of all Cleveland Indians baseball games sold by WGAR to General Mills and Grays Drug Stores. Includes night and day games, with outstanding game or commentary if Indians idle. Out-of-town games to be carried direct on weekends, other days recreated. Package deal involves $150,000. Knox-Reeves agency for General Mills, Lustig Adv. Agency for Grays.

GOOD faith issue raised by FCC in consolidated hearing of six applicants for 1540 kc, Earl A. Smith, manager WLCS Baton Rouge, La., testified late Friday that Fred Weber, general manager WDSU and stockholder of applicant firm, Bayou Broadcasting Co., Baton Rouge, asked Mr. Smith last October to file for 1540 in New Orleans "to keep Roy Hofheinz from getting a grant". KXEL Waterloo, Ia., is intervenor. Hearings enter second week today (Monday).

GENERAL MILLS, big daytime sponsor, will add two half-hour programs to present ABC sponsorship of *Lone Ranger*, *Jack Armstrong* and *Hymns of All Churches*. Although agency declined to name starting date, General Mills has signed 52-week contract, effective June 3 for *Green Hornet* 7:30 p.m. (CST) Tuesday and *Famous Jury Trials* 8 p.m. (CST) Thursday, both through Dancer-Fitzgerald-Sample, Chicago.

FILM STARS RESTRICTED

FREE BROADCAST appearances in interviews by big name stars forbidden effective March 15 following unanimous decision by Assn. of Motion Picture Producers. Action results from "increasing numbers" of such requests. Interviews incidental to paid dramatic performance not affected. While distinction line re "big name" is admittedly "thin," policy follows those getting star billing and those not so featured.

HOOPER PLAN PREVIEWED

HOOPER projectable ratings plan, previewed Friday in New York at closed meeting of advertiser, agency, network representatives.

Business Briefly

HOUSEHOLD CHANGE ● Household Finance drops 10:30 p.m. (EST) on CBS to replace *That's Finnigan* with *The Whistler* in favor of 10 p.m. (EST) Wednesdays now occupied by *Hollywood Players* (Cresta Blanca). Latter program expected to be shelved.

CANADA SPOTS ● MacFadden Publications, New York (*Sport* magazine) starts Feb. 24 week-long spot campaign on four Canadian stations, CKEY Toronto, CJAD Montreal, CFCF Montreal, CHUM Toronto. Agency, Walter M. Swertfager, New York.

NEWSPAPER SPOTS ● *PM*, New York daily newspaper, names Harry Hayden Co., New York, to handle advertising. Five-minute spot announcements on New York stations to start in March.

NAMES AGENCY ● House of Rothschild, New York, (champagne) to Julius J. Rowen Co., New York.

ASHBACKER YIELDS 1230 kc, SEEKS 850 kc DAY

END of long-drawn Ashbacker-Fetzer fight for 1230 kc sighted after Ashbacker's WKBZ Muskegon (1490 kc, 250 w), which went to U.S. Supreme Court and won right to competitive hearing with Fetzer but lost in proposed decision after hearing was held, amended its 1230 kc application to ask instead for 850 kc with 1 kw, DA fulltime.

WKBZ amendment, which FCC reported "accepted for filing," presumably clears way for Commission to make final its proposed grant to Fetzer for 1230 kc with 250 w at Grand Rapids (WJEF). Philip J. Hennessey Jr., WKBZ counsel, said 850 kc available at Muskegon through recent changes in AM Engineering Standards.

NIGHT PROGRAMS MOVING TO COAST, SAYS TAYLOR

HOLLYWOOD has become "natural center" of nighttime network entertainment programs because of availability of writing and performing talent, Davidson Taylor, CBS vice president and director of programs, said Friday on return to New York from Coast. As example he disclosed that in March 1946, 42% of 7-11 p.m. CBS programs originated in New York and 49% in Hollywood. By December, 1946, figures changed to 33% in New York and 63% in Hollywood.

New York, he said, will doubtlessly remain production center for daytime and public affairs programs, but he expects trend in night entertainment shows to continue westward.

WITH cut in radio budget and completing 26 week contract, Miles Labs., Elkhart, Ind., March 29 discontinues weekly NBC *Saturday Night Roundup* with Roy Rogers. Firm, one of heaviest air users, sponsors *Queen for a Day* participation along with *Alka-Seltzer News of the Air* as well as various regional and local programs.

Riding in Style . . .

. . . That's what all of us may be doing before the end of the year . . . And total automobile registrations in the Nashville area will begin rising even faster . . . In the last prewar year over 159 thousand passenger cars were registered in this retail trade area—and owners spent more than 19 million dollars each year for gas and oil alone . . . Make your own check of facts and figures about the Nashville market . . . Then let WSIX introduce your products to its buying audience . . . They listen regularly to favorite shows broadcast by WSIX.

AMERICAN • MUTUAL
5,000 WATTS
980 KC.

National Representative
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

MEMO to BUYERS

ARE YOU MISSING GEORGIA'S 3rd MARKET?

Listeners in Augusta, Georgia, are loyal listeners—to their hometown stations. Hooper's 1945 (B.T.*) listener index shows everybody in Augusta tunes to local outlets.

Like this:

STATION	MORN.	AFT.	EVE.
A	62.3	57.3	54.8
B	37.3	42.4	44.3
All other (Outside) Stations	0.4	0.3	0.9

When the above Hooper Survey was made there was no NBC outlet in Augusta. The story is different now. Now NBC advertisers for the first time can have "coverage" in Augusta for their NBC network programs. They can tap Georgia's third market by using WTNT.

Since January 1, the 100,000 people in Augusta (metropolitan area) who buy $58,560,000 worth of merchandise yearly are listening to their new NBC outlet.

Augusta folks listen to programs on their own stations. America's No. 1 programs are on NBC. Augustans will listen to yours (and buy your products) on WTNT. Clearing time will soon be a problem. Act today and cover the rich Augusta market!

* *Before WTNT.*

WTNT

AFFILIATE

AUGUSTA, GEORGIA

250 Watts • 1230 Kilocycles

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

EDITORIAL
ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Lawrence Christopher, Peter W. Denzer, Paul Fulcomer, Elizabeth Jo Hailey, Kathryn Swanson, Mary Zurhorst; EDITORIAL ASSISTANTS: Margaret Elliott, Cleo Kathas, Frances Tymann; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS
MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE
BERNARD PLATT, *Director*
Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION
WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU
250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Hilliard H. Wolfe Jr., Patricia Ryden, Dorothy Macarow.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

Copyright 1947 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 20c PER COPY

The Management of WHO takes pleasure in announcing four new appointments:

HAROLD W. FULTON
General Sales Manager

ROBERT H. HARTER
Regional Sales Manager

MAURICE E. McMURRAY
Sales Promotion and Local Sales Manager

MISS LELA HAYES
Traffic Manager

Each of these key executives has been associated with WHO for years. All are determined that WHO shall continue to be *a good station with which to do business.*

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

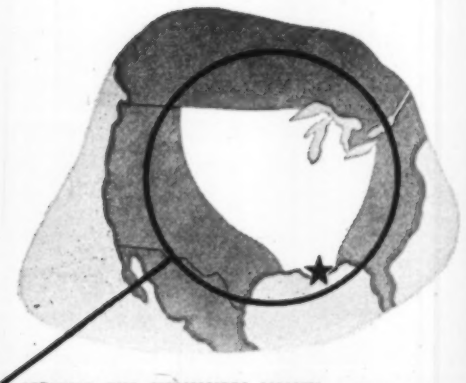
B. J. Palmer, President **J. O. Maland, Manager**

FREE & PETERS, INC., National Representatives

New Orleans is the 2nd PORT IN U. S. A.

. . . First in Efficiency

New Orleans ranks as "Second Port in U. S. A." in value and diversity of export and import cargo—*first* in efficiency. New Orleans has more than 7 miles of modern wharves, coordinated ship-rail-barge lines, grain elevators, fruit conveyors, one of the world's finest coffee terminals and all banking and factoring services. Over-all port costs at New Orleans are lower than at any other gulf port.



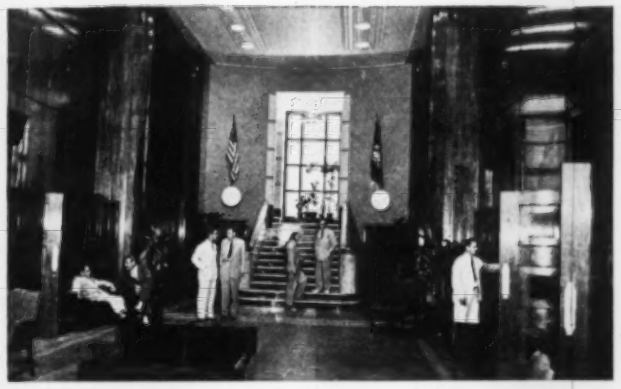
SERVING THE MISSISSIPPI VALLEY—New Orleans is the logical inlet-outlet for this rich trade territory where more than 41% of the Nation's retail sales are made. New Orleans is the heart of the world's greatest system of inland waterways and the proposed Tidewater Channel will further enhance the position of New Orleans as a great port.

SERVING LATIN AMERICA—New Orleans is closely linked with Latin America by tradition and temperament — is greatly favored as a trade mart. Recently added steamship and airline facilities provide further attractions to Latin American trade.

SERVING WORLDWIDE MARKETS—More than 50 steamship lines sail to and from 48 of the 50 leading world ports and to hundreds of smaller ones. Frequent sailings speed service and reduce port costs. At a recent International Week celebrated in New Orleans, ambassadors, ministers and other representatives of 30 foreign countries were in attendance—in recognition of New Orleans' importance to world trade.

. . . and WWL is the greatest selling po

New civic enterprises speed growth and prosperity in New Orleans



INTERNATIONAL HOUSE — One of New Orleans' most recent enterprises is International House which, in a beautiful ten-story building of its own, affords a meeting place for emissaries of world trade. Here every facility is available—the appointments of a modern club, meeting rooms, offices, research library — many other features and services. International House is a non-profit, non-trading institution supported by public-spirited citizens.

FOREIGN TRADE ZONE — New Orleans offers the facilities of a foreign trade zone — the second to be established in the United States. From this zone goods may be trans-shipped to foreign ports without passing through custom barriers. Foreign goods can be re-labeled, re-packaged and manipulated without recourse to a bonded warehouse. Judging from the record of the first foreign trade zone, New Orleans will now enjoy another substantial and rapid gain in import-export volume.

INTERNATIONAL TRADE MART — A model of modern architecture and twentieth century efficiency, this building will house a comprehensive display of raw materials and finished products from many countries. The International Trade Mart will be one of the finest, most complete wholesale trading centers in the world. It is expected to be in operation late in 1947.

WORLD'S LARGEST AIRPORT — In size and facilities, New Orleans' new Moisant International Airport is the world's largest. Since its opening in May, 1946, airline passenger traffic more than doubled. New Orleans — "Air Hub of Americas" — serves 72 foreign and domestic cities; applications are on file for 101 additional routes.

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 Watts --- Clear Channel --- CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

power in the South's greatest city

in Nebraska's 2nd Market!

Mr. Timebuyer! Topnotch "service, performance, results" is a 3-way KFOR combination that will help place your product in TOP position in Nebraska's 2nd market.

KFOR is the ONLY station that concentrates on serving the Lincoln area alone—a community of over 100,000 people. Spend your advertising dollars wisely—use KFOR's unbeatable combination.

CHARLES T. STUART PRESIDENT AND EXECUTIVE DIRECTOR

EXECUTIVE OFFICES, STUART BUILDING, LINCOLN, NEBRASKA

1240 KC BASIC ABC

KFOR

LINCOLN, NEBRASKA

HARRY PECK Station Manager

EDW. PETRY & CO., INC. National Representatives

Feature of the Week

VAST NEW FIELD of electronic applications is foreseen by the Bureau of Standards through development of the process of printing electronic circuits on insulating material. Process was first used during the war for the proximity fuse [BROADCASTING, Feb. 18, 1946].

Compact circuits of extreme ruggedness can be designed to replace the maze of wires, resistors, inductors and condensors, sharply reducing one of larger items of production cost, it is stated. The process can eliminate 30% to 60% of the soldering needed for conventional circuits, the Bureau states, with a single operator making thousands of printed circuit plates each day.

Specific applications include tiny radios, personal radio telephones, hearing aids, meteorological instruments and miniature electronic control circuits. Loop antennas stamped out in a single operation are said to show improved performance over wire-wound loops.

Circuit wiring and inductors are painted or stencilled with silver paint on a base material. Resistors are stencilled or sprayed on through masks that locate them accurately. Small disc type capacitors are applied directly to the plate wiring, and other components are fitted into properly located holes and soldered into place. The circuit is readily adaptable to high production techniques.

TWO-STAGE amplifier developed by the Bureau of Standards is smaller than a calling card. It utilizes printed circuits and has many industrial possibilities.

Typical device is a series of gadgets demonstrated by Dr. Cledo Brunetti, chief, Ordnance Research Section. One radio set fits into an empty lipstick container; a second with separate wiring and tube is a little larger; a third is mounted on a porcelain disc the size of a half-dollar. He demonstrated the sets to the Columbus branch, Institute of Radio Engineers, at its Feb. 14 meeting. Broadcasts were picked up by the devices. A 2x3-inch receiver will be introduced at the New York IRE meeting March 5.

Sellers of Sales

ONE of the lesser known facts concerning Henry Clochessy of Compton Adv., New York, is that he knows five languages: French, German, Latin, Greek, and of course, English. But the most conspicuous fact about Mr. Clochessy is that in any language his achievements mark him as one of the most accomplished media men in the business.

He was born on June 3, 1918, in New York City. He received his master of arts in 1942. During his college years he earned his keep by tutoring in languages and ushering.

After receiving his AB, he joined the research library staff at Medical Center New York. He worked there until 1941 when he became assistant cataloguer of government documents at Columbia U.

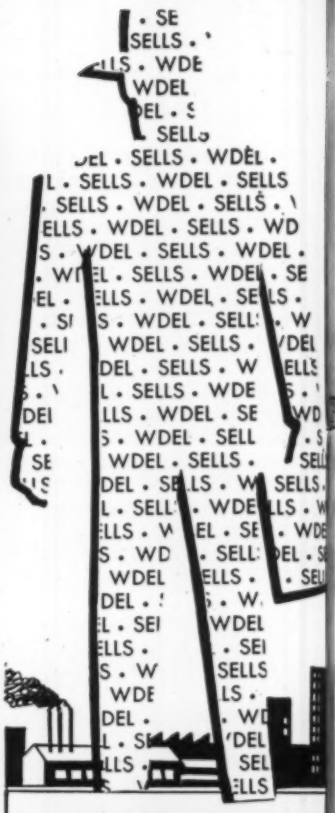
A year later he decided to move into the advertising world. He joined the media department of Compton Adv. In a few years he went up the ladder from agency trade paper buyer to radio time buyer. Two months ago he was appointed manager of the radio media department in charge of all radio time buying and head spot time buyer.

HENRY

He buys time, personally, for Duz, Ivory Soap and Socony-Vacuum Oil Co. He supervises all other radio time buying for the agency.

A bachelor, Mr. Clochessy lives in a Greenwich Village apartment in New York City.

His hobbies are music (only classical) and books. He plays the piano "fairly well." He owns a record collection and attends many musical concerts. He spends at least two or three nights a week attending an opera, concert or play.

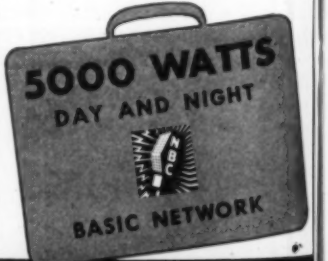


WDEL

Wilmington, Del.

SELLS

WDEL sells profitably for many advertisers in the prosperous area including Delaware, southern New Jersey, parts of Pennsylvania and Maryland. Your advertising dollars are wisely spent on this business-getting station.



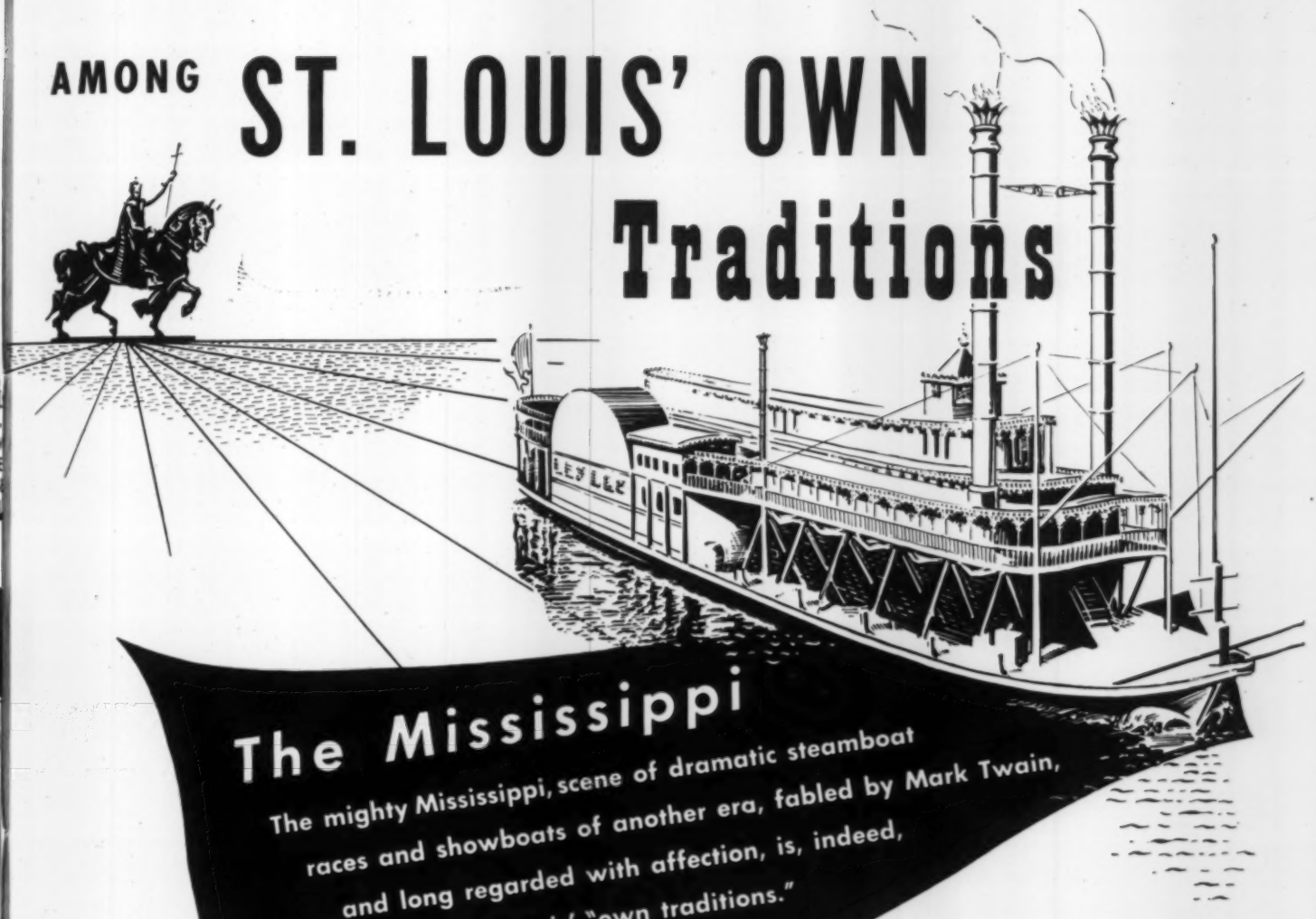
Represented by

RADIO ADVERTISING COMPANY

New York • Chicago • Dalla
San Francisco • Hollywood

AMONG

ST. LOUIS' OWN Traditions



The Mississippi

The mighty Mississippi, scene of dramatic steamboat races and showboats of another era, fabled by Mark Twain, and long regarded with affection, is, indeed, one of St. Louis' "own traditions."

The St. Louis radio pioneers who started KWK know what their fellow St. Louisans enjoy most. » » That's the way it's been all through the years while radio was growing up. That's the way it is now. » » KWK, started by St. Louisans, still owned and operated by St. Louisans, is as much a tradition here as the Mississippi.

St. Louis' Own
and St. Louis Owned

KWK
MUTUAL

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative

"RAPID ROBERT"

ANNOUNCING

BOB FELLER

and his program of Baseball News & Stories

"BASEBALL TODAY"

HERE'S INTIMATE BASEBALL NEWS AND STORIES BY TODAY'S PITCHING ACE

What's the score Bob—Who wins the game
Give us the dope Bob—Who wins the fame
Listen to Feller with "Baseball Today"

DATA

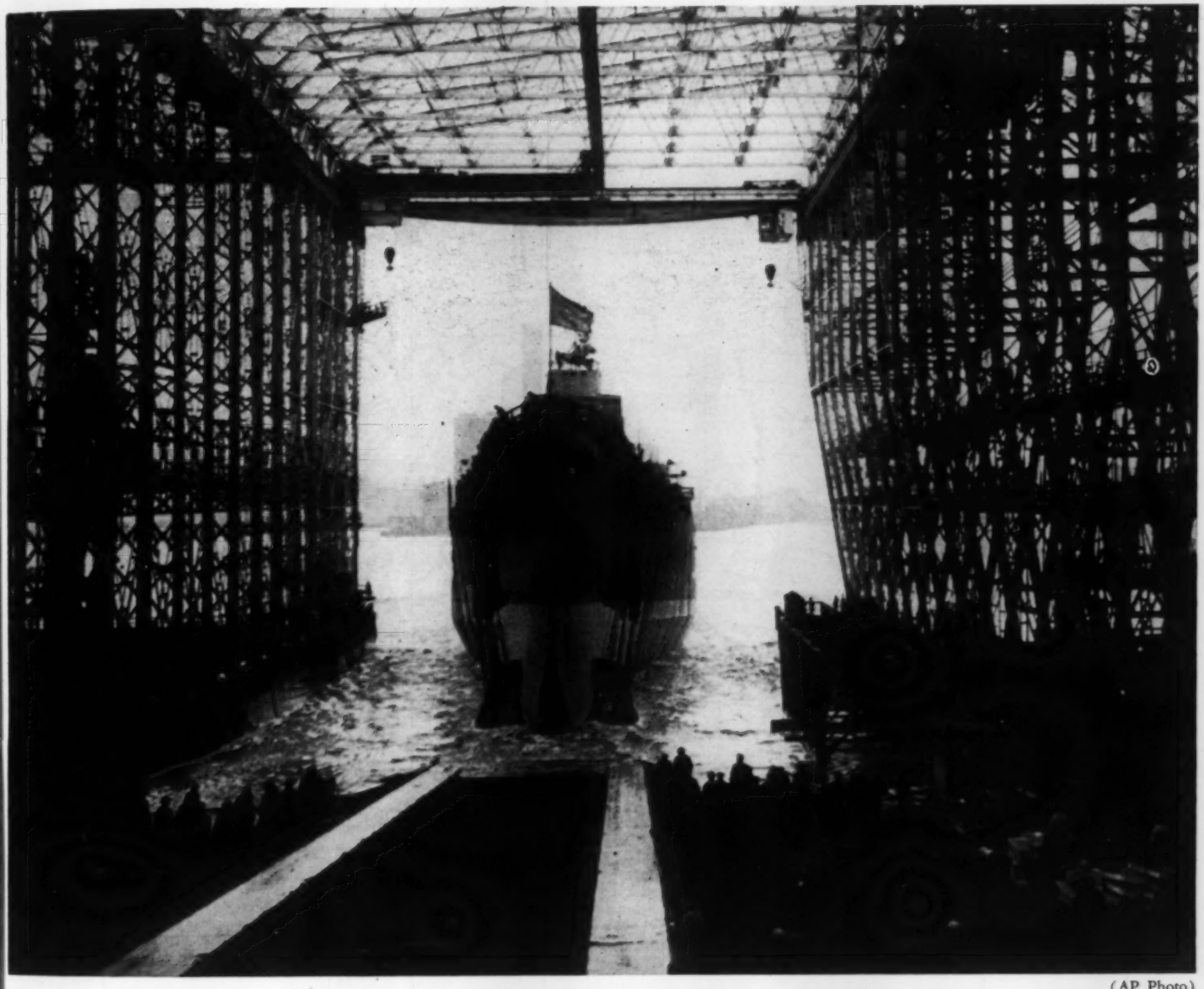
Program	**: Baseball Today**	**Script**	**: Stories of players, teams and leagues**
Talent	**: Bob Feller, wizard of baseball, with guests**	**Freq.**	**: Once weekly–26 weeks**
Time	**: Quarter hour**	**Format**	**: Open ends with cutaway for scores.**
Available	**: Local or regional sponsorship**	**Production**	**: Transcribed one week prior to broadcast**
Season	**: April 5th through Sept. 27th**		
Music	**: Hi-Lo-Jack & Dame**		

Write or wire for audition

RADIO PRODUCTIONS INC.

2901 So. Moreland **Cleveland 20, Ohio**

Producers of: Singing Weathermen, Time in Rhyme and Musical Thermometer



(AP Photo)

OFF TO A GOOD START!

THE USS WORCESTER, launched at Camden, New Jersey on February 4, 1947—the newest, toughest light cruiser built by the Navy and incorporating the latest post-war features. The launching ceremonies were brought to the City of Worcester by WNEB, its newest station, as another in a series of exclusive broadcasts. The Navy describes the USS Worcester as extremely powerful for her class—the same might be said of WNEB, Worcester's new progressive independent. In the December-January Hooper Station Listening Index for Worcester *, WNEB ranks second for total rated time periods. WNEB's low rates make it an outstanding buy for wise advertisers who want to reach Worcester more often for less money.

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BROADCASTING
TELECASTING

VOL. 32, NO. 8 WASHINGTON, D. C., FEBRUARY 24, 1947 $5.00 A YEAR—20c A COPY

Court Halts Action in WBAL Case

Blue Book Test May Grow Out Of Decree

By RUFUS CRATER

A PRELIMINARY INJUNCTION to stay further FCC proceedings in the WBAL Baltimore renewal case pending court disposition of WBAL's charges against the Commission Blue Book was issued in U. S. District Court for the District of Columbia last Wednesday.

The order, signed by Associate Justice T. Allan Goldsborough, called for a "prompt" court hearing on the WBAL complaint [BROADCASTING, Feb. 17]. Observers felt that the court test, if WBAL is upheld in its contention that the Blue Book made "false, distorted and misleading" references to its operation, would serve to a large extent to nullify the effect of the entire Blue Book report.

Next Step in Doubt

FCC's next step was still in doubt Friday. There was speculation that it might appeal from the decree to the U. S. Court of Appeals for the District of Columbia or direct to the U. S. Supreme Court. In some quarters, however, it was felt that it might choose to await the District Court hearing and appeal afterward if the judgment is adverse.

FCC has 60 days to answer the WBAL complaint, if it chooses not to take an immediate appeal.

In granting the preliminary injunction, Judge Goldsborough dismissed an FCC petition to have a three-judge court convened to hear the WBAL complaint. FCC General Counsel Benedict P. Cottone argued that "it is perfectly clear that in any number of cases that the Supreme Court has decided that a court has no authority to enjoin the matter of continuing with the hearing—the matter of setting time for a hearing."

Judge Goldsborough replied that "it is perfectly evident that a court of equity has a right to hold the matter in *status quo* in order to give both sides proper opportunity to present the case on its merits, and that is all I am doing, and the Court will sign an order."

WBAL had asked only for a restraining order to stay further FCC action in the WBAL case until "such time as may be convenient to the Court and counsel to hear argument on a preliminary injunction."

"Why take two bites at the cherry?" Judge Goldsborough asked, apparently referring to the need, in event a restraining order was issued, of then hearing argument on whether that restraint should be continued until the suit itself was actually heard.

Preliminary Injunction

The preliminary injunction has the effect of postponing indefinitely the consolidated hearing which had been scheduled to start tomorrow (Feb. 25) on WBAL's renewal application and the application of Drew Pearson and Robert S. Allen for WBAL's clear channel assignment (1090 kc, 50 kw).

WBAL's case was argued by William J. Dempsey of the law firm of Dempsey & Koplovitz who, with Littlepage & Littlepage, are Washington counsel for Hearst Radio Inc., WBAL licensee. WBAL contends that the Blue Book makes false references to its operation, that the Pearson-Allen application resulted from the Blue Book's charges, and that WBAL is entitled to correction of the Blue Book and that its renewal application should be considered separately from the Pearson-Allen application.

In response to questions from the bench, Mr. Dempsey said he thought a retraction of its Blue Book charges by the Commission "will certainly curb the Commission from utilizing any such further tactics in their renewal."

Judge Goldsborough replied:

"Then they are different from other human beings I have had dealings with. If it does not make it worse, rather than better, then I am very much mistaken. That is none of my business, of course."

Not 'Prejudicing' Rights

General Counsel Cottone insisted that the Commission, which has twice rejected WBAL petitions to correct the Blue Book, had made it "perfectly clear" that it had no intention of prejudicing WBAL's rights by use of Blue Book material at the renewal hearing or "by having any preconceived ideas as to what the facts in this hearing should be." When he offered to read from the Commission's order to il-

(*Continued on page 82*)

Tests Prove Stratovision Feasible

Westinghouse Sends First Engineering Reports To FCC

By J. FRANK BEATTY

STRATOVISION—once the fantastic dream of a young engineer but now a demonstrated technique—within a few weeks will enter the second stage of its development.

This projected method of spraying the nation with complete AM, FM and television relay service from an interlocked flotilla of high-flying airplanes has passed its first series of developmental tests by engineers of Westinghouse Electric Corp.

The plan was first divulged Aug. 6, 1945, by BROADCASTING.

In these tests, conducted over a period of many months, Westinghouse has sustained its original contention that a high-flying plane can pick up signals from distant ground transmitters and rebroadcast them in receivable strength on 100 and 500 mc to points 250 miles away.

With makeshift electronic equipment and a small two-motor bomber that couldn't hold all needed devices and wouldn't fly over 20,000 feet, Westinghouse was able to prove the claims made by its stratovision engineer, 28-year-old Charles E. Nobles, who conceived the whole plan.

Working under Walter Evans, Westinghouse vice president in charge of radio, himself a radio engineer, who quickly grasped the potentialities of the "sky-hook" network project, Mr. Nobles has submitted to the FCC first engineering reports to support the claims of Westinghouse engineers that stratovision is technically feasible. The 476-page report bears the prosaic title, *Results of Stratovision Flight Tests on Fre-*

(*Continued on page 83*)

STORY OF STRATOVISION

THE STORY of stratovision, first revealed to the world by BROADCASTING Aug. 6, 1945, is told briefly in this publication's index files. Since the first announcement by Westinghouse three days later, covered in the Aug. 13 issue, progress of the developmental tests has been recorded. Here are key references:

Enlarged engineering section in Westinghouse Industrial Electronics Division to develop and produce units, Aug. 24, 1945, page 26.

Glenn L. Martin Co. codeveloping units, Sept. 24, 1945, page, 26.

FCC approves test transmissions, Oct. 29, 1945, page 20.

Plans or tests announced by Westinghouse, Nov. 5, 1945, page 40.

C. J. Burnside submits report on tests to FCC, Feb. 25, 1946, page 18.

Stratovision declared ideal for color television, March 11, 1946, page 69.

Stratovision discussed at Ohio State U. conference, March 25, 1946, page 20.

Results of experiments not yet available, May 20, 1946, page 4.

Cross-country tests planned, May 27, 1946, page 26.

First night test planned, June 10, 1946, page 4.

Clear Channel hearing to receive testimony, July 1, 1946, page 89.

Westinghouse engineers convinced they can live up to promises, Aug. 5, 1946, page 93.

Ralph Harmon, of Westinghouse, says second phase of tests will start in 1947, Dec. 16, 1946, page 78.

Report on stratovision tests completed, Feb. 17, 1947, page 86.

BRIG. GEN. DAVID SARNOFF (l) was greeted by Cincinnati's mayor, James G. Stewart (center), and James D. Shouse, president of Crosley Broadcasting Corp., when he addressed the Cincinnati Technical and Scientific Societies. General Sarnoff predicted that the moon and planets eventually may be used to relay radio and television programs.

NBC DENIES RUMORS OF KMPC-KFI EXCHANGE

REPORTS that NBC would change Los Angeles affiliates were denied last week in New York by Niles Trammell, NBC president.

Mr. Trammell characterized as groundless the reports that the network would drop its affiliation with KFI and assume an association, possibly including the acquisition of at least partial ownership, in KMPC.

The rumors, he said, were "utterly untrue."

"I don't know how the rumor got started," Mr. Trammell said. "We are not interested in the affiliation of KMPC."

KBOW Joins CBS

KBOW Butte, Mont., 250 w 1490 kc, joined CBS Feb. 15 as optional station and member of Pacific Northwest Group.

Sweets Participates

SWEETS CO. of America, Inc., Hoboken, N. J., has started participations on women's programs in New York and Chicago. Agency is Duane Jones Co., New York.

New Texas Co. Show

THE TEXAS CO., New York, March 30 discontinue the *Eddie Bracken Show* on CBS, Sun. 9:30-10 p. m., and replace it with the *Tony Martin Show*. New show is handled by the Kudner Agency, New York, while Buchanan & Co., New York, placed the Eddie Bracken program for the Texas Co. The new show will feature singer, Tony Martin and guest stars, and will originate from Hollywood.

WGUY Goes ABC

WGUY Bangor, Me., now under construction, will join ABC July 1 as the network's 244th affiliate. Owned by the Portland Broadcasting System Inc., the new station will operate full time with 250 w on 1450 kc.

Annual duPont Radio Awards Planned March 8 in New York

PRESENTATION of the annual Alfred I. duPont radio station and radio commentator awards will take place March 8 in New York City, and ceremonies in connection with the presentation are to be broadcast by ABC from the St. Regis Hotel 7:30-8 p. m.

The awards, each worth $1,000, are given annually to two stations for "outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation" and to their communities, and to one commentator "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion."

Mrs. Alfred I. duPont, widow of the famed financier and philanthropist, established the awards five years ago. They are regarded by many as the radio equivalent of the Pulitzer journalism awards.

One of the duPont awards to stations is presented each year to an outlet operating in the high-power category, the other to a low-power outlet. The only limitation on the field from which the winner of the commentator award is selected is that he must be a citizen of the United States.

Awards Committee

Trustees of the foundation which administers the awards are directed to select five persons to serve for one or more years as a group whose duty it is to determine the award winners. The Committee of Awards annually includes a representative of a national woman's organization, a noncommercial, nonpolitical affiliate of the radio industry, a nationally prominent educator, a representative of the Alfred I. duPont estate interests, and a nationally prominent expert on public opinion.

Membership of the committee which had the task of selecting winners of the 1946 awards to be presented March 8 is the same as last year's committee. It includes Mrs. Alfred I. duPont; Dr. Francis P. Gaines, president of Washington & Lee U.; the Rt. Rev. Henry St. George Tucker, retired presiding bishop of the Episcopal Church; Mrs. LaFell Dickinson, president of the General Federation of Women's Clubs; and M. H. Aylesworth, NBC's first president.

Ceremonies will be similar to last year's program. The broadcast will come first and will include talks by Mark Woods, ABC president, and Mrs. duPont, and music by Paul Lavalle's orchestra. Dr. Gaines will make the presentations. William H. Goodman, secretary of the awards committee, and the winners also will appear on the program. Following the broadcast there will be a dinner at the St. Regis.

Winners of last year's (1945) awards were: stations — KDKA Pittsburgh and WNAX Yankton, S. D.; commentator—Lowell Thomas. Winners in previous years were: 1944—WJR Detroit, WTAG Worcester, Mass., and H. V. Kaltenborn; 1943 — WLW Cincinnati, WMAZ Macon, Ga., and Raymond Gram Swing; 1942—KGEI San Francisco (only one station award made) and Fulton Lewis jr.

Entries and supporting data for each year's awards are submitted not later than the end of the calendar year which the awards are to cover.

Drawn for BROADCASTING by Sid Hix

"Yeah? Well you can take the pennant, see. Our Hooper's got yours beat by three points."

CBS ASKS FOR DISMISSAL OF DRY LEADERS SUIT

CBS has moved to dismiss the suit filed against it in November by two Kentucky dry leaders [BROADCASTING, Nov. 4]. Julius Brauner, CBS attorney, said the network has moved for dismissal on the ground that action against CBS was brought in the wrong court, in the U. S. District Court of Western District of Kentucky.

Rev. Sam Morris, Texas evangelist, and Henry M. Johnson, Louisville attorney, filed suit for $33,063,048 in November against CBS, five of its stockholders, Schenley Distillery Corp. and Schenley Distilleries Inc., sponsors of CBS programs. They charged that CBS declined to sell them time.

Meanwhile the plaintiffs have requested court permission to take depositions from CBS officers whose names were not divulged.

Fibber McGee Tops New Hooper Report

FIBBER McGEE & MOLLY ranked first in the Feb. 15 program Hooperatings report released last week with Bob Hope in second place and *Amos 'n' Andy* third. Average evening sets-in-use of 34.3 is up 0.7 from last report and up 1.7 from last year. Average evening rating was 11.3, up 0.4 from last report, up 0.8 from a year ago.

Average available homes figure was 81.4, down 0.3 from last report and up 0.6 from a year ago. Current total sponsored hour index was 71½ compared to 72½ last report, 78 last year.

The first 15 evening programs listed in the report were: *Fibber McGee & Molly* 33.4, Bob Hope 32.9, *Amos 'n' Andy* 30.9, Jack Benny 27.8, Red Skelton 27.6, *Charlie McCarthy Show* 26.7, Fred Allen 25.9, Walter Winchell 22.6, *Radio Theatre* 22.5, *Duffy's Tavern* 22.0, *Bandwagon* 21.7, *Screen Guild Players* 21.2, *Mr. District Attorney* 21.1, *F. B. I. In Peace & War* 18.8, *Great Gildersleeve* 18.5.

A three-way tie put *Young Widder Brown*, *Ma Perkins* (CBS) and *When a Girl Marries* in top place among the top 10 week-day shows.

Average daytime sets-in-use figure was 19.4, up 0.7 from last report and up 1.4 from last year. Average daytime rating was 5.3, up 0.3 from last report, and up 0.4 from a year ago.

Average available homes was 74.7, down 0.6 from last report and up 0.3 from a year ago. The current total sponsored hour index was 82¼ as compared with 81 last report, 91½ a year ago.

The top 10 week-day programs were: *Young Widder Brown* 8.3, *Ma Perkins* (CBS) 8.3, *When a Girl Marries* 8.3, *Aunt Jenny* 8.0, *Breakfast in Hollywood* (Kellogg) 7.9, *Romance of Helen Trent* 7.8, *Backstage Wife* 7.7, *Kate Smith Speaks* 7.4, *Lorenzo Jones* 7.2, *Right to Happiness* 7.2.

Vast NAB Public Relations Drive Set

NAB Plans to Meet Radio Critics Head-On

A NATIONAL radio campaign to promote radio and meet anti-broadcasting movements head-on was drawn up by the NAB Public Relations Executive Committee at a Feb. 18-19 meeting held at the Mayflower Hotel, Washington. Committee Chairman Gilmore Nunn, WLAP Lexington, Ky., presided.

Energies of the entire industry are to be concentrated on the campaign, with networks and stations coordinating their efforts. The drive was originally proposed by President Justin Miller and Executive Vice President A. D. Willard Jr. at the area meeting of West Coast districts in San Francisco Jan. 8-9.

Among steps to be taken are these: Preparation of a series of transcribed talks by President Miller to be made available to stations at cost; increase in number of network and station programs devoted to the subject of radio, with stations supplied scripts and basic material; more broadcasting news on wire services; scheduling of radio news panel at next NAB convention; active participation of state associations in public relations activities; integration of station public relations and NAB public relations chairmen in the 17 districts.

Chairman Nunn listed obligations of stations in the public relations field as follows:

Participation in community affairs and active community leadership.
Recognition of the importance of sales regulation.
Development of better understanding between radio and the local printed media.
Maintenance of program standards under competition.
Close contact with local, state and Federal representatives with the view of developing increasingly better service in the public interest.
Combating local discrimination against radio.
Proper use of material furnished by the industry for the purpose of improving local broadcasting.

Standards Action Urged

The committee urged action on preparation of new Standards of Practice to replace the 1945 standards, which have been allowed to die quietly. The Special Standards of Practice Committee meets March 3 in Washington. The committee dedicated itself to enforcement of whatever new standards are adopted and to the task of acquainting the public with the provisions.

Active participation in efforts to combat juvenile delinquency was favored. President Miller described activities on the national level and urged local broadcasters to contact groups in their communities. Stations were asked to send case histories to NAB for circulation, along with ideas and scripts for salable youth programs.

Unanimous agreement was voiced that broadcasters have the right to editorialize under the Constitution and that no interference with the right should be permitted.

Radio Week Plans

Mr. Willard outlined plans for National Radio Week. NAB's Research Dept. was requested to prepare a list of 10 or 15 publications on radio as a basic library which stations can present to schools. Suggestion was offered by Richard H. Mason, WPTF Raleigh. A similar library for universities and public libraries was advocated, with discussions to be held with the Federal Radio Education Committee. Dorothy Lewis, NAB coordinator of listener activity, reported on her liaison with women's organizations active in the radio field.

Committee members were advised by Richard P. Doherty, NAB director of employe-employer relations, to maintain cordial relations

(*Continued on page 78*)

FIRST MEETING of the 1947 NAB Public Relations Executive Committee was held Feb. 18-19 at the Hotel Statler, Washington, with Chairman Gilmore Nunn, WLAP Lexington, Ky., presiding. Attending were (seated, l to r): Dorothy Lewis, NAB; Frank M. Russell, NBC, board liaison chairman; A. D. Willard Jr., NAB; Mr. Nunn; Justin Miller, NAB; George Crandall, CBS. Back row, Charles A. Batson, NAB; Richard H. Mason, WPTF Raleigh; James Le Gate, WIOD Miami; Harold Wheelehan, WSMB New Orleans; Craig Lawrence, WCOP Boston; Carl Haverlin, MBS; Merrill Lindsay, WSOY Decatur; C. E. Arney Jr., NAB.

MOUNTING criticism from vocal groups around nation against radio programs and sponsors, a source of concern to broadcasters everywhere, occupied much of two-day meeting held last week by NAB public relations group. Decision was reached to start at once a nationwide campaign of public relations to bring the actual facts about broadcasting to public attention and to halt loud squawks based on gossip and prejudice rather than facts.

AAAA to Push 2% Cash Discount Plan

Letter Is Now Being Sent Urging Adoption Of System

THE AMERICAN Assn. of Advertising Agencies last week announced an intensification of its campaign to encourage radio stations to adopt the 2% cash discount system.

Following a meeting of the AAAA board of directors in New York, the association announced that it would dispatch a letter within a month to all broadcasters who have not yet endorsed the discount policy.

The letter, it was said, will ask the stations to adopt the discount system as soon as possible "without loss of revenue."

'Wash Operation'

"Making allowance for the cash discount in the agency rate is essentially a wash operation," the letter will point out. The broadcaster continues to receive the same net revenue, and the advertiser pays the same net amount by deducting the discount when he earns it. This is separate and distinct from an actual rate increase, which can be made only with due regard for competition and the effect on advertising volume."

Frederic R. Gamble, president of the AAAA, said that the "recent increase in business failures has caused all of us engaged in national advertising to give new attention to our special need for a payment stimulus and credit safeguard."

The AAAA pointed out that only 10% of the nation's radio stations now "state clearly" in their rate cards that they allow a 2% cash discount.

Following the AAAA board meeting it was also announced that the AAAA had formed an Export Information Bureau to supply data on foreign media and markets.

The Bureau's first project is a pilot study on marketing factors in Brazil, a report now under study.

The bureau will be supervised by a special committee on export advertising headed by Roger L. Wensley, of G. M. Basford Co., New York.

The AAAA board also approved a plan to conduct examinations throughout the country for agency personnel prospects in June. Local councils will conduct the two-day examinations for candidates desiring careers in advertising.

The tests will be similar to those recently concluded in Philadelphia.

At a news conference following the board meeting Mr. Gamble announced that AAAA membership had reached 189, a record hig

AAAA SETS DATES

Annual Meeting Will Be Held In New York April 16, 17

THE 29TH ANNUAL meeting of the American Assn. of Advertising Agencies will be held April 16 and 17 at New York's Waldorf-Astoria Hotel, Frederic R. Gamble, president of the Association, announced last week.

Mr. Gamble said the April 16 meeting would be closed to all except agency members and would consist of discussions of agency management and operation problems. The April 17 sessions will be open to AAAA agencies and to invited representatives of advertisers and advertising media.

The second day's meetings will treat four general subjects, personnel, fact-finding projects, ethics and public relations.

Do BMB Figures Match Former Claims?

Over Half of Subscribers Report Findings Compare Favorably

BROADCASTING TRENDS, in its first report on station managers' opinions of BMB, published February 10, revealed the industry's answer to these questions: (1) "Is BMB giving radio what it paid for?"; (2) "In what way is BMB not fulfilling its commitments?"; (3) "In what ways are stations using BMB material?"

The responses to these questions were favorable to BMB: three out of five station managers said they were getting what they paid for—more than four times as many as said they were not—and most stations registered their intention to use BMB figures in a variety of productive ways.

This week BROADCASTING TRENDS examines one of the most controversial aspects of BMB—the comparison between BMB coverage figures and previous coverage claims made by stations.

This problem was approached by asking a representative cross-section* of BMB subscribers these questions: "What kind of coverage information were you using prior to BMB?"; "Is the BMB report for your station consistent with other coverage data you have?"; "Is the BMB report consistent with your opinion of your station's actual performance?"; "If 'no', do you feel BMB credits your station with too much or too little coverage?"

QUESTIONS, THE RESULTS, THE COMMENT OF THE EDITORS

"What kind of coverage information were you using prior to BMB?"

TABLE I

Mail Analysis	70%**
Millivolt Measurements	70
Network-Produced Measurements	28
Telephone Surveys	12
Other	6

Most stations, prior to BMB, were using more than one type of coverage information, with mail analyses and millivolt contours the most commonly employed (70%). Network coverage measurements, employed almost exclusively by NBC and CBS stations, were much less frequently used (28%).

Mail patterns were utilized more often by Mutual and non-network stations than by the affiliates of NBC, CBS or ABC. Millivolt contour maps were most popular among NBC stations; telephone surveys among Mutual stations. Results are shown in Table II.

TABLE II

Network Affiliation	1 %	2 %	3 %	4 %	5 %
ABC	70	76	9	4	4
CBS	66	63	78	7	4
MBS	78	61	6	20	6
NBC	59	85	63	11	12
No Affiliation	70	64	—	21	7

1—Mail Analysis.
2—Millivolt Measurements.
3—Network-Produced Measurements.
4—Telephone Surveys.
5—Other.

** Replies total more than 100% because panel members frequently gave more than one answer.

Analysis of responses to this question by city-size indicates that small market stations most frequently used mail and least frequently used millivolt measurements. Large market stations most frequently used millivolt and least frequently used mail measurements.

TABLE III

CITY SIZE	1 %	2 %	3 %	4 %	5 %
500,000 & Over	50	90	10	—	—
100,000-500,000	59	73	54	3	6
25,000-100,000	72	81	26	13	4
10,000-25,000	78	54	14	22	10
Under 10,000	80	53	20	13	7
REGION—					
Pacific & Mountain	77	60	30	16	14
West Central	71	68	26	13	6
East Central	67	92	22	22	4
Middle Atlantic & New England	64	80	16	4	4
South Atlantic	70	58	42	3	3
CLASS "A" HOURLY RATE—					
Less than $100	76	64	10	19	5
$100-$199	70	87	37	7	6
$200 & over	56	63	59	3	6

1—Mail Analysis.
2—Millivolt Measurements.
3—Network-Produced Measurements.
4—Telephone Surveys.
5—Other.

East Central, Middle Atlantic and New England stations had more frequent recourse to millivolt measurements and used mail analyses less frequently than stations in other regions.

Prior to BMB, stations with higher base hour rates were less apt to depend on mail analyses and telephone surveys than smaller stations; most higher rate stations are network affiliates and were more likely to take advantage of network-produced coverage measurements. These results are shown in Table III.

"Is the BMB report for your station consistent with other coverage data you have?"

TABLE IV

Yes	56%
No	31
Don't Know	5
Yes on Day or Night Coverage only	3
Unanswered	5

More than half of BMB subscribers consider BMB findings consistent with previous coverage claims; 31% regard them as inconsistent; 5% don't know; a small group, 3%, find either BMB day or night figures consistent but not both day and night.

Pacific Coast and Rocky Mountain area stations find BMB figures most consistent with previous estimates (67%); stations in the East Central zone find them least consistent (48%); Middle Atlantic and Northeastern stations also find a high degree of inconsistency in BMB figures (52%). The figures

(Continued on page 80)

* A representative sample of U. S. commercial broadcasting stations controlled by city size, region, network affiliation and base hour rate.

IRE to Hear Denny

FCC CHAIRMAN Charles R. Denny will be the principal speaker at the annual banquet of the Institute of Radio Engineers 1947 national convention to be held in New York March 3-6. The banquet, which will be held March 5 in the Hotel Commodore, will feature Frederick R. Lack, vice president of Western Electric Co., as toastmaster.

House Group May Quiz Petrillo

Labor Committee Hears Dr. Joseph Maddy's Testimony

By PETER DENZER

INTERROGATION of James Caesar Petrillo by the House Labor Committee loomed as a distinct possibility last week as the group, headed by Rep. Fred A. Hartley (R-N. J.), heard Dr. Joseph E. Maddy testify that the AFM president's "edicts are seriously impairing the development of frequency modulation broadcasting and television."

Three factors pointed to congressional investigation of AFM:

1) Republican commitment to give management "equal rights" with labor;

2) Uncertain status of Lea Act, due for Supreme Court test in April [BROADCASTING, Feb. 3].

3) Certainty that Congress will grant subpoena to House Labor Committee.

Dr. Maddy, professor of radio music instruction at U. of Michigan told the committee that one of Mr. Petrillo's "most repugnant acts has been banning the broadcasting of school children and otherwise curtailing the educational activities of the boys and girls of the entire country."

He characterized himself as "a unionist of long standing" who had been expelled from AFM after 37 years of good standing because he had "dared to criticize boss Petrillo."

Dr. Maddy's one-man war against the AFM started in 1942 when Mr. Petrillo ordered a series of NBC broadcasts by the Interlochen (Mich). National Music Camp students' orchestra discontinued on the grounds that they were in competition with union musicians. Dr. Maddy is president and co-founder of the camp.

The committee's reception of Dr. Maddy's testimony was most cordial. Rep. Ellsworth B. Buck (R-N. Y.) said, "It is hard for me to believe this happened in the United States." Rep. O. C. Fisher (D-Texas) asked, "How can we legislate to protect those who are not covered by the Lea Act?"

"The Lea Act," answered Dr. Maddy, "if upheld and enforced, does much to protect student musicians from Petrillo's rule insofar as broadcasting is concerned, but it is already apparent that this law does not prevent the music czar from restricting the musical education of our children in many ways."

He suggested that there should be legislation to force the union to

(Continued on page 79)

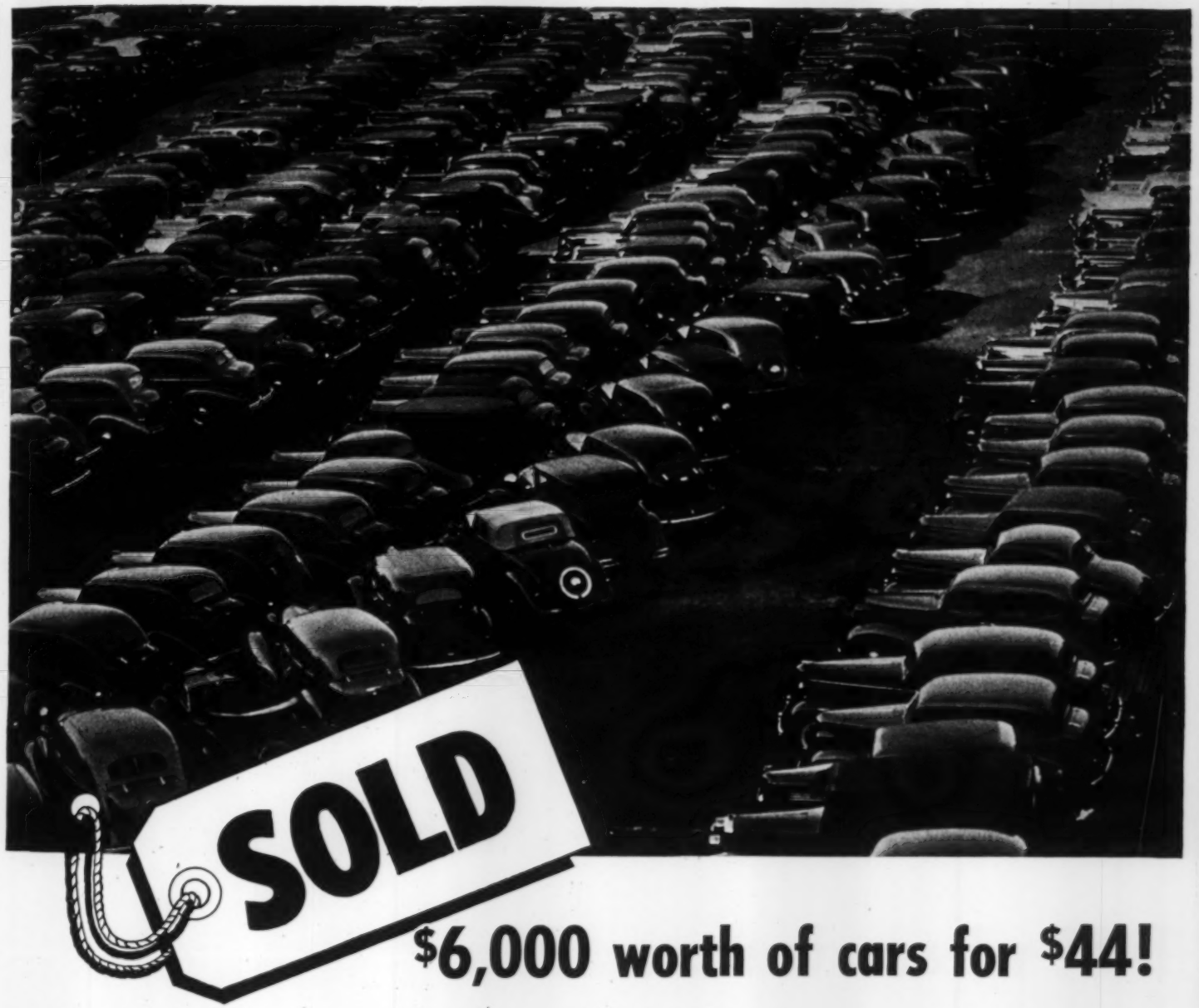
HOLDS AFM CARD

Congressman Kearns May Be Thorn for Petrillo

ONE AFM card holder whom James Caesar Petrillo probably will find hard to suppress is Congressman Carroll D. Kearns (R-Pa.), a freshman representative on the House Labor Committee. When the committee was hearing Dr. Joseph Maddy's testimony last Tuesday, Representative Kearns told the group: "I hold a card in Petrillo's union. Maybe if I say too much I will be thrown out."

But Chairman Fred A. Hartley (R-N. J.) was quick to discourage any implication that Mr. Petrillo can dictate to any of his committee members. He replied: "I hope you will keep this in mind when it comes to writing legislation!"

Representative Kearns is new in Congress but not to radio. He claims the honor of being radio's first paid artist in Chicago where he was heard over WEBH.



$6,000 worth of cars for $44!

Used cars are offered by the hundreds in the classified sections of Richmond papers. Prices are high, too and the public has become wary.

In spite of that kind of market, one of our dealers, using W-L-E-E, sold six cars in four announcements!

He sold approximately $6,000 worth of cars for $44!

The time lapse between announcement and sale ranged between five minutes and three hours.

We think this success story is further proof that the hard-working sales station in Richmond is W-L-E-E.

How about you . . . is W-L-E-E in your radio budget?

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, Director **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

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(*Continued on page 81*)

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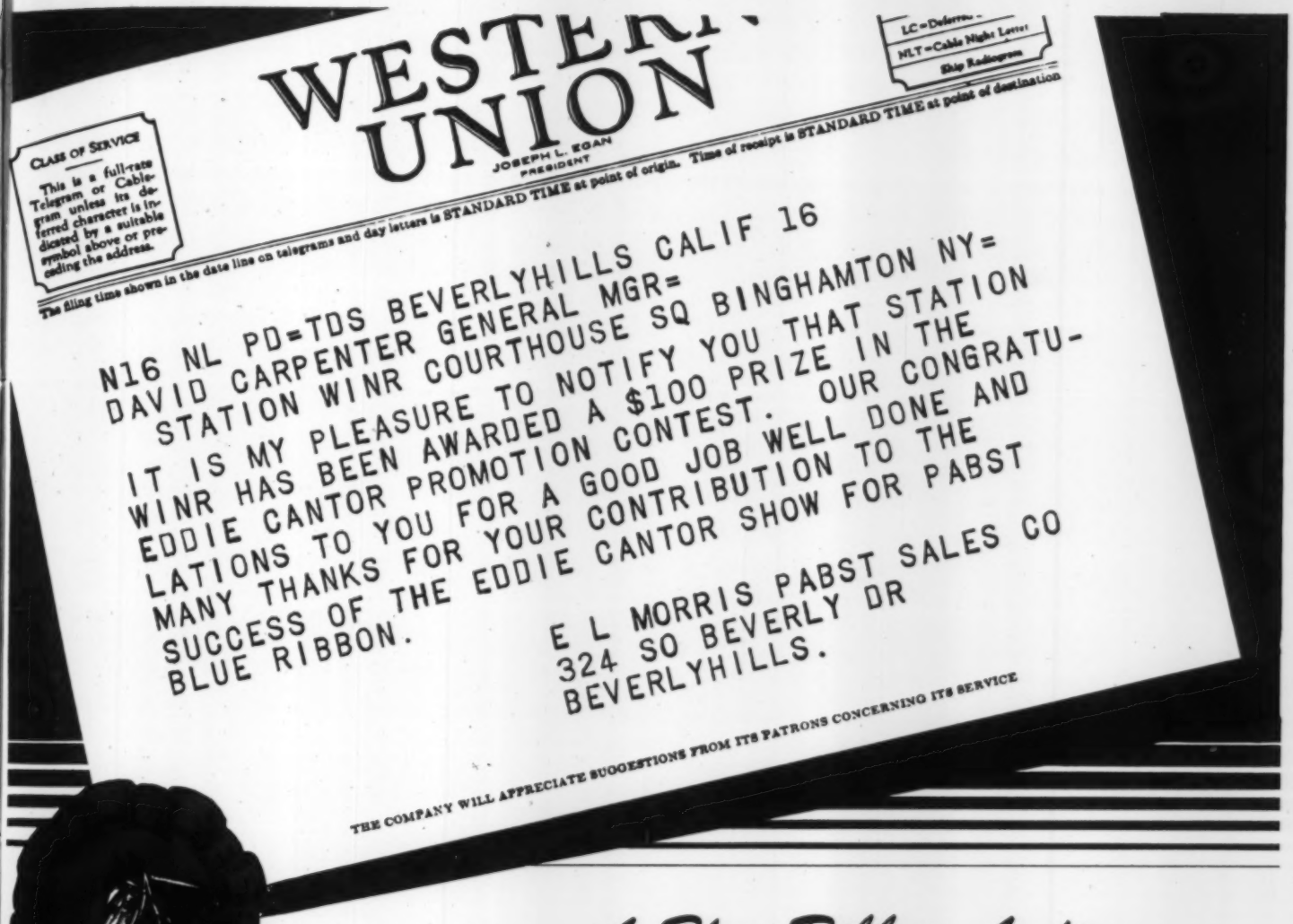
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JOSEPH L. EGAN
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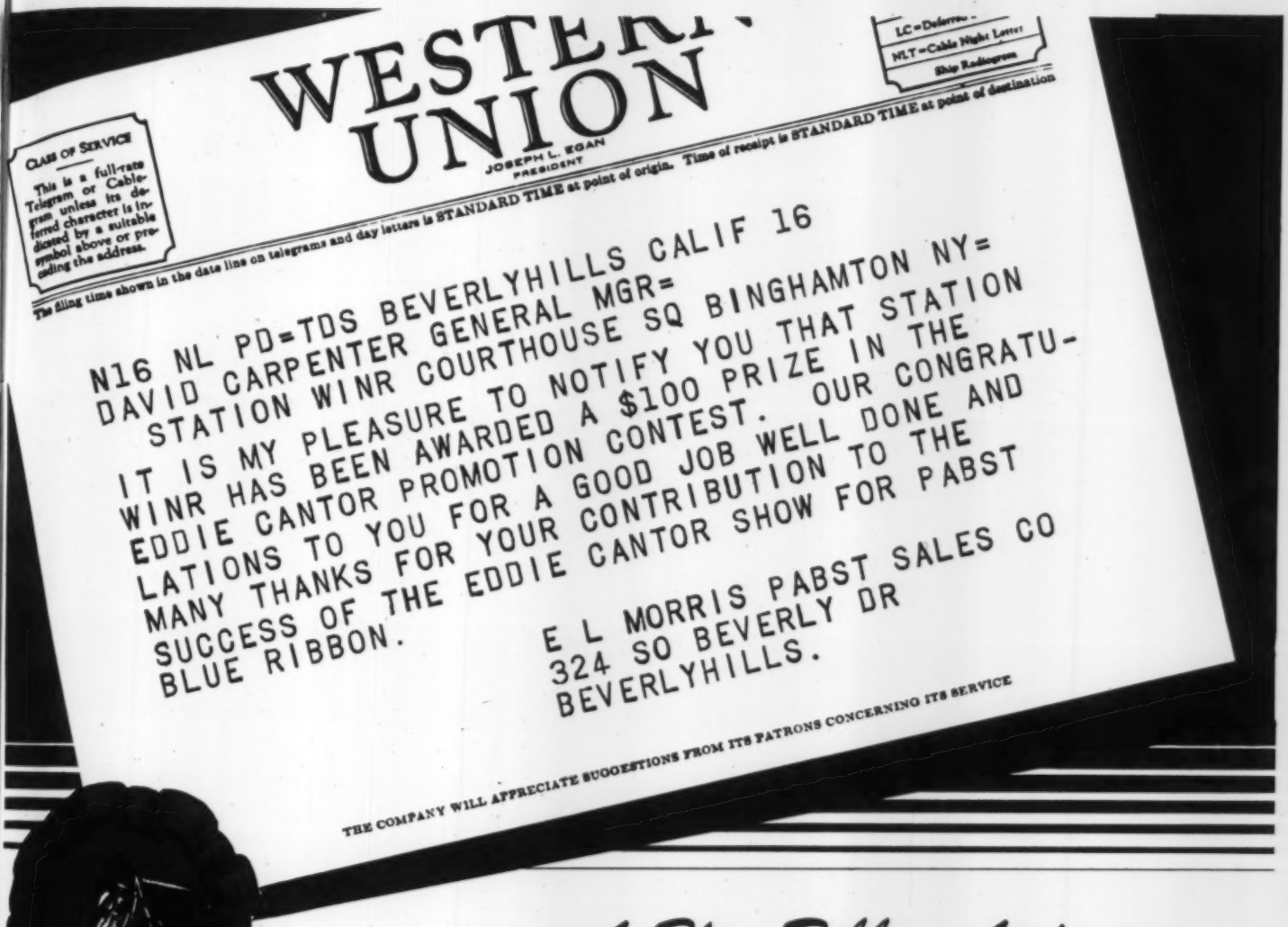
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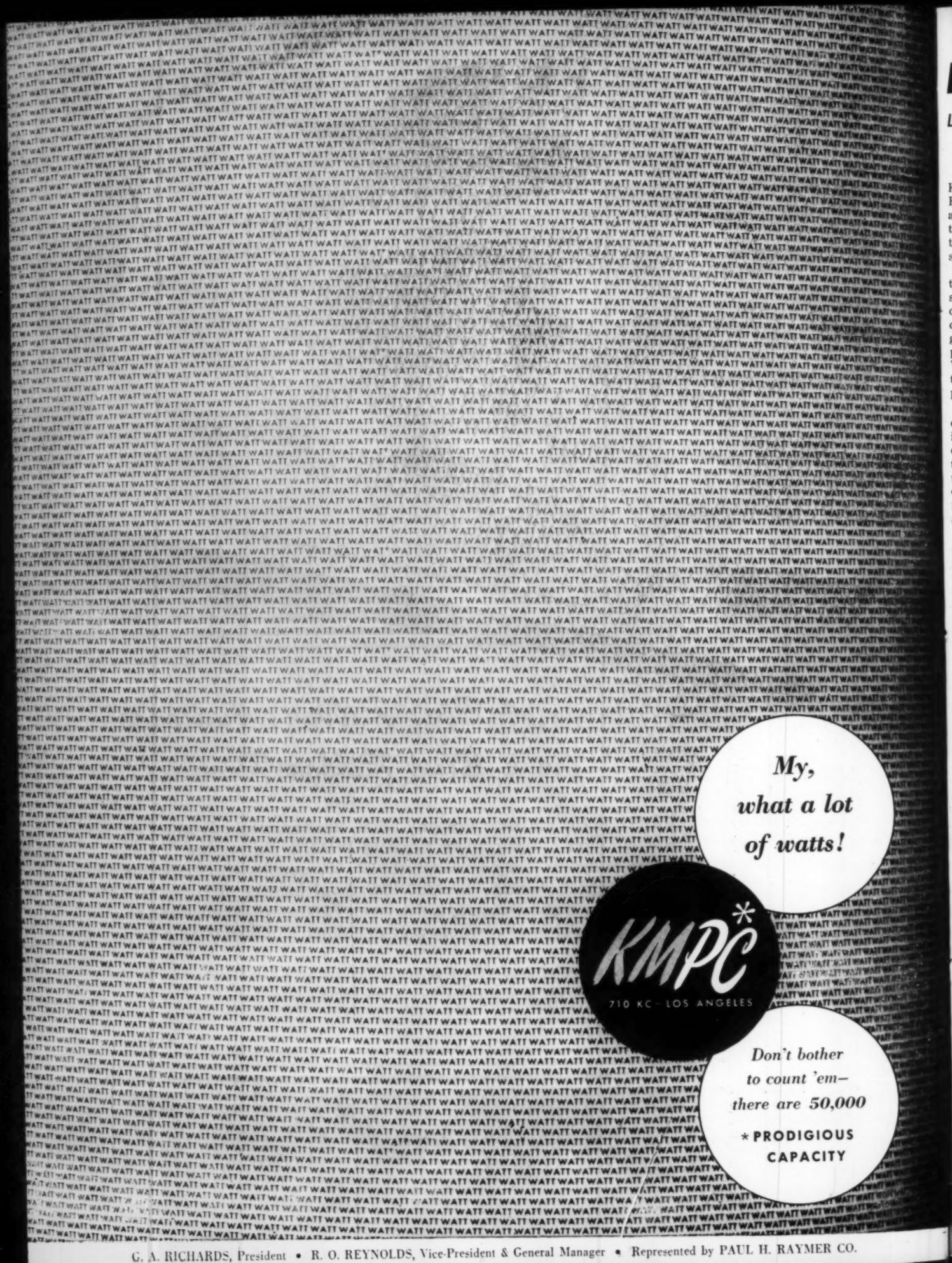


G. A. RICHARDS, President • R. O. REYNOLDS, Vice-President & General Manager • Represented by PAUL H. RAYMER CO.

KFI Explains Commentator Policy

Local Sponsorship Ban Is Stoutly Defended In Reply to FCC

KFI Los Angeles, called upon by FCC to account for its discontinuance of locally sponsored commentators, has told the Commission that the move was designed to insure "impartial" handling of news.

"We reserve all rights to question the Commission's power to require such a statement of us, or to take our commentator policy into account in determining whether to grant or deny KFI's renewal application," KFI General Manager William B. Ryan declared in a letter transmitting the station's explanation to FCC.

"Also," he asserted, "we vigorously protest against the manner in which the matter has been handled by the Commission, this being the third time we have been called upon by the Commission to explain our policy and the Commission already having full information about it in its files."

Mr. Ryan explained that KFI discontinued locally sponsored commentators effective March 1, 1945, and said the action affected six commentators: Sam Balter, Peter de Lima, and Alvin Wilder (classified as "progressive" or "liberal"), and William Blakiston, Jose Rodriguez, and Sidney Sutherland (classified as "conservative").

"The three so-called 'progressive' commentators immediately became very active in organizing a protest against KFI's action," Mr. Ryan said. He said the station subsequently received and answered a letter from the National Citizens Political Action Committee asking for an explanation of the new policy and asserting that it had appointed "a subcommittee to investigate the situation and to report its findings to our members."

Summarizing KFI's position, Mr. Ryan said "the sponsor [of news commentators] too frequently lays undue emphasis on the commentator's ability to attract an audience even though improper devices be used, and too little on the commentator's qualifications of trustworthiness, experience, background and fairness."

Denies Dictation

Because KFI insisted that all local newscasters be under contract to the station for the duration of the station's contract with the advertiser, Mr. Ryan asserted, there arose "the totally unwarranted charge that we were attempting to dictate the interpretation of the news which was broadcast." He said "the responsibility for seeing to it that the public is accurately and adequately informed is ours, and not that of the advertisers and advertising agencies," and that "the whole purpose of this requirement was to enforce our policy." He continued:

> Another misunderstanding which has been engendered by the Committee [California Committee on Radio Freedom, which appeared against KFI at the Los Angeles television hearings] has been with reference to our having continued network commentators. The Committee's witnesses either did not know, or blinded themselves to the fact that we continued to carry so-called "progressive" commentators as long as they were offered to us by the network, including Wilder, one of the three for which the Committee was crusading. The only network commentator discontinued by KFI was Rupert Hughes, who was decidedly on the "conservative" side and who was discontinued on Aug. 4 1945 because we felt that it threw our program out of balance . . . .
>
> A general ground of complaint urged by the Committee is that somehow our action interfered with the right of free speech. . . . As already pointed out, we are in no sense dictating, or attempting to dictate, any interpretation of the news. We are endeavoring to see that it is fairly, truthfully and expertly presented. We deny the right of the advertiser or advertising agency to dictate any interpretation of the news over KFI and will not concede that this involves any interference with the right of free speech. Through our forum programs we are assuring KFI's audience of the opportunity to hear the important controversial issues of the day adequately debated by eminently qualified persons.

Previous Explanation

Mr. Ryan noted that the Commission had asked for and received an explanation of KFI's commentator policy in March 1945; that "without any advance notice" the matter was brought into the Los Angeles television hearings in which KFI was an applicant last May and was considered at length, and that last December another request for information was received from the Commission.

"You have had every cooperation from us in supplying full information," Mr. Ryan told FCC. "What you are now asking us to cover with another 'full statement' is (with the exception perhaps of minor details) already extensively covered in material which has reposed in your files to a considerable extent since March 1945 and very completely since May 1946. Furthermore, you have had every opportunity to examine the news broadcast policy of KFI since the matter first arose. You have an office in Los Angeles and it is reasonable to suppose that, by this time, you would have secured any scripts and recordings necessary for the purpose."

On Temporary License

KFI, on temporary license since last Nov. 1, reminded FCC that the Commission in its December letter promised to supply "photostatic copies of all complaints and petitions." When the copies did not arrive, Mr. Ryan said, inquiries were made and KFI counsel, the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, were asked by FCC counsel whether sending them might not be dispensed with, in view of the expense of photostating.

"Not wishing to incur any further delay in receiving a regular renewal license (in lieu of the temporary 60-day extensions to which we have been subjected since Nov. 1, 1946), we are furnishing this statement," Mr. Ryan wrote.

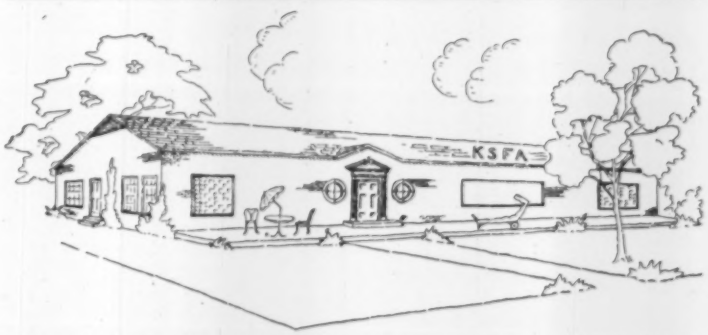
He reserved the right to experiment with new methods of news presentation, asserting:

"The needs and desires of the public tomorrow may differ from those of today and, in our opinion, no station can honestly attempt to serve the public if it is not ready and willing to make the necessary experiments and changes. We had not understood the law as requiring that we submit any change to you for approval or that, failing to do so, we run the risk of your *ex post facto* disapproval. We take the liberty of pointing out that at no time, by regulation, decision or pronouncement, have you advised us or the broadcasting industry generally that you regard the continuance of locally sponsored commentators as required by law."

DISCONTINUANCE of locally sponsored commentators, a move which prompted FCC to call for an explanation, is stoutly defended by KFI Los Angeles in a letter transmitted to the Commission by the station's general manager, William B. Ryan. The action was taken, Mr. Ryan explains, to insure "impartial" handling of news. At the same time, KFI declared it questioned the Commission's power to require an explanation or to take the new commentator policy into account in deciding whether KFI's renewal application should be granted or denied.

WE Income Down

WESTERN ELECTRIC Co., New York, last week reported a 1946 net income of $12,336,076, compared with a 1945 net income of $15,126,160. Gross income for last year was placed at $612,353,568, compared with a 1945 gross of $863,598,981. Total current assets of Western Electric as of Dec. 31, 1946, were $364,836,952, including inventories of goods completed or in process and materials and supplies, totaling $228,642,278. Current liabilities were $154,379,417, against $127,341,147 a year earlier.



MODERN buff brick studio building is under construction for KSFA, new Nacogdoches, Tex., station which will be operated by former students of Stephen F. Austin College. Building is across the street from the college. W. C. Fouts, former Stephen F. Austin student, is owner of KSFA, which will operate on 860 kc with 500 w. Staff members, besides Mr. Fouts, include M. M. McKnight, business manager and GI; B. C. Barbee, chief engineer, and Cecil Parrish, program director. Mr. McKnight and Mr. Barbee are former students at the college, while Mr. Parrish, is a GI student there and edits the college newspaper, *Pine-Log*.

Nets Assign Newsmen To Truman's March Trip

ALL FOUR major networks will send representatives with President Truman on his two-ply March trip which will include Mexico, Texas, Key West and Caribbean points. The President will fly to Mexico City nonstop March 2, to visit the President of Mexico, leaving March 6 for Waco, Tex., where he will receive a degree at Baylor U. Returning to Washington that evening, he will fly to Key West, Fla., March 8, leaving March 11 for San Juan, P. R.

After a cruise with the fleet he will return to Key West. Correspondents will be aboard the *Greenoch Bay* while the President sails on the *Williamsburg*. Arrangements are being made for a voice transmitter on the *Greenoch Bay*. Representing networks will be Bryson Rash, ABC; John Adams, CBS; Bjorn Bjornson, NBC; Bill Hillman, MBS.

Delmar Gets Award

PRESENTATION of its first annual award to Kenny Delmar for his radio characterization of "Senator Claghorn" was a feature of the Advertising Club of Baltimore's 39th annual banquet held at the Emerson Hotel in the Maryland city Feb. 15. Similar awards will be made annually by the club to "outstanding discoveries of the year." In addition to appearing on the Fred Allen program on NBC Sunday nights at 8:30, Mr. Delmar stars in *Hollywood Jackpot* on CBS Mon.-Wed.-Fri., 4:30 p.m. In presenting the award to him the Advertising Club called Mr. Delmar "radio's outstanding discovery of 1946."

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

YOO-HOO DAGWOOD

TELL THE BOYS WHY...!

Meet Another WMT-CBS Exclusive:

BLONDIE BUMSTEAD

as played by Pennie Singleton

WMT and those good CBS shows create Eastern Iowa's largest radio audience!

"You said it, Blondie! We're in good company on WMT—and what an audience! They tell me WMT has a greater population coverage within its 2.5 MV line than any other station in Iowa (1,131,782 to be exact!). What better place to do an outstanding job for your clients . . . for here are America's richest farmlands and the country's most prosperous industries. WMT brings you BOTH at no extra cost . . . 3½ million population with dollars ready to be spent. Get the facts now and get on WMT. Their story is a big one to tell — an important one to hear. Okeh, I'll be right there, dear . . ."

Contact Your Katz Agency Man at Once!

Member of the MID-STATES GROUP

Grants for 6 AM Outlets, All In Different States, Issued

GRANTS for six new AM stations, authorized Feb. 14, were announced by FCC last Monday.

The Commission also vacated its Feb. 6 action setting aside a previous grant to Ken-Sell Inc. for a new 1-kw daytime station on 1290 kc at West Palm Beach, Fla., in effect reinstating the grant.

Ken-Sell is owned by Joseph S. Field Jr., in the retail clothing business, who is president and owns 66% of stock; Joseph B. Matthews, former general manager of WCMI Ashland, Ky., treasurer and 32%, and Sidney C. Kass, secretary and 2%.

The Feb. 14 grants authorized new stations for Leesburg, Fla.; Thomasville, N. C.; Springfield, Ohio; Hobart, Okla.; Johnson City, Tenn., and Blackstone, Va.

New Grants

Leesburg, Fla.—Lake Broadcasting Co. 1240 kc, 250 w, fulltime. Principals: P. C. Gorman, retired attorney, now engaged in construction work, president and 10% of common stock; W. G. Knowles, fruit and produce distributor, vice president and 10%; W. E. Harkness, City Manager of Leesburg, secretary-treasurer and 30%; J. L. Fahs, U. S. Collector of Internal Revenue at Jacksonville and 5% owner of Radio South, Jacksonville AM applicant, 10%; J. D. Manley, in construction business, 10%; E. M. Faln, theatre owner, 10%; G. G. Oldham, in fruit and vegetable business, 10%; Byron E. Herlong, automobile dealer, 10%. Owners have equal shares of preferred stock.

Thomasville, N. C. — Thomasville Broadcasting Co. 790 kc, 1 kw, day only. Partnership: G. W. Lyles Sr., automobile dealer, 70%; Russell F. Van Landingham, attorney, formerly with FBI, 15%; G. W. Lyles Jr., automobile dealer, 15%.

Springfield, Ohio—Radio Springfield. 1210 kc, 250 w, day only. Principals: Gustave Klotz, booking agency owner, has real estate and other interests, president and 42%; Bradley Kincaid entertainer, in "Grand Ol' Opry," vice president and 25%; Robert Shaw, associated with Mr. Klotz as manager of his booking agency, secretary and 4%; E. J. Andrews, treasurer, 4%; S. A. Cisler Jr., former president of WGRC Louisville, now 49.8% owner of WKYW Louisville, 25% WRKH Richmond, Va., and 17% Radio Indianapolis which is seeking purchase of WABW(FM)-WBBW Indianapolis, 25%.

Hobart, Okla.—T. J. Shriner, 1420 kc, 250 w, day only. Mr. Shriner has been engaged in radio production since 1938. He served in the Army 1942-46 and has been associated with KPDN Pampa, Tex. and KGHF Pueblo, Colo.

Johnson City, Tenn.—East Tennessee Broadcasting Co. 790 kc, 1 kw, day only. Owners: Carl A. Jones, vice president and treasurer of Press Inc., publishers of "Johnson City Press-Chronicle," 40%; H. L. Jones, manager of bottling company and a director of Press Inc., 30%; Dorothy Jones Clark, sister of Carl and H. L. Jones, 30%.

Blackstone, Va.—Frank W. Wagner, 1490 kc, 250 w, fulltime. Mr. Wagner is former general manager and part owner of WBTH Williamson, W. Va., and also was manager of KTKN Ketchikan, Alaska; WRNL Richmond, Va. as technician, and WLW Cincinnati as engineer.

WSIR WINTER HAVEN ON AIR AT 1490 Kc

WSIR went on the air as a 250 w unlimited time outlet on 1490 kc at Winter Haven, Fla., on the evening of Feb. 13, and the following day —exactly two months after receiving its final FCC grant—broadcast dedicatory programs. Station, which has no network affiliations, is operated by Citrus Belt Broadcasters Inc., headed by Fred L. Allman, owner of WSVA Harrisonburg, Va.

Larry Rollins, secretary-treasurer of Citrus Belt, is acting as general manager of WSIR. Jack Brandstetter, vice president of the firm, is the station's commercial manager. During the war Mr. Brandstetter and Mr. Rollins were assigned to the Office of the Chief Signal Officer, and Mr. Allman was employed there as radio engineer.

In the news phase of its operations WSIR is featuring local and county news gathered by its own staff and correspondents. Remote programs are broadcast by the station regularly.

WSIR's program director is Dick Eyrich, formerly of WSVA. Connie Haas, former stage and radio singer, is women's director. The chief engineer is Cliff Wolking, formerly of WSOC Charlotte and the Raytheon Manufacturing Corp.

Other staff members include: Ralph Montgomery, formerly of KOIL Omaha, Boris Mitchell and Larry Bodkin, announcers; Ralph Williams and James Smith, engineers; Mrs. Nellie Fowler, bookkeeper and traffic control chief; Juanita Melvin, stenographer-receptionist.

THE MILLIONTH guest of the *WWVA Jamboree*, Laverne Howell, receives her giant admission ticket from Lew Clawson, show's m.c. at the Feb. 8 show in the Virginia Hotel, Wheeling, W. Va. That, of course, is the cast in the background. Miss Howell also received several gifts including a 1947 radio and phonograph combination and a recording of the program. The *Jamboree* went on the air in 1933.

Profits today in the "land of tomorrow"
—we're taking no siesta in the land of the fiesta!
By using Nature's laws, man has triumphed in the Valley—where crops are grown the year 'round!
Over 500,000 acres of land are devoted to the production of vegetables, citrus, cotton, and other commodities, which, through Valley processing and canning plants, as well as cotton gins and other processing machinery, add $50,000,000 annually to the Valley's $132,386,000 FARM INCOME!
To effectively reach this rich market—look to KRGV—the strategically located station that dominates the Valley from one end to the other!
Affiliated with
NATIONAL BROADCASTING CO.
Member of
LONE STAR CHAIN
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN Radio Sales
Weslaco
KRGV
LOWER RIO GRANDE VALLEY OF TEXAS
1290 ON THE DIAL
KRGV
TRANSMITTER WESLACO
AND STUDIOS AT
THE MAGIC EMPIRE
OF THE RIO GRANDE
SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG
1000 WATTS

(CLIP THIS AD FOR REFERENCE)

Lexington, Kentucky

WLAP BMB STATION AUDIENCE REPORT

• BMB DAYTIME AUDIENCE COVERAGE

% BMB Penetration	No. of Counties	Daytime Audience Families
50-100%	13	44,270
10-100%	32	54,590

• BMB NIGHTTIME AUDIENCE COVERAGE

% BMB Penetration	No. of Counties	Nighttime Audience Families
50-100%	4	22,460
10-100%	18	32,000

NOTE: Station Audience Reprint containing complete BMB Audience information by counties and measured cities available free on request.

Covering All The Heavily Populated Counties of The Bluegrass

A B C WLAP A NUNN STATION A B C

J. E. WILLIS, General Mgr.

Lexington's Only Network Station

Both Applicants for 1320 kc Channel At Springfield Get Proposed Denials

A PROPOSED DECISION anticipating denial of both applications in the contest between WATR Waterbury, Conn. and WMAS Springfield, Mass. for 5-kw operation on 1320 kc at Springfield was announced by FCC last Tuesday.

It was one of the few decisions the Commission has handed down proposing to deny both applications in a consolidated proceeding. Only precedent in recent years is in the Biloxi, Miss. case, which involved new-station applications [BROADCASTING, Oct. 14].

FCC proposed to deny WATR's application to move from Waterbury to Springfield and increase power from 1 to 5 kw on 1320 kc on grounds that the move would "result in deteriorating the local service in Waterbury from two regional stations to one remaining regional and one local operation for the purpose of adding an additional station to Springfield, which already has a Class II station, a regional station and a local station in operation."

A denial of WMAS's request to shift from 1450 to 1320 kc and increase from 250 w to 5 kw was proposed because "operation on 1320 kc at both Waterbury and Springfield would result in intolerable interference to both," even if WATR remained in Waterbury and continued to operate with 1 kw.

The Commission also pointed out that neither of the proposed operations would meet the requirement of FCC's AM Engineering Standards that a station's interference-free contour should include 90% of the population of the metropolitan area to be served.

Since the hearing was held last June, FCC added, Canada has notified the U.S. that it is constructing a 1-kw station (CHEF) on 1320 kc at Granby, Que., so that a grant to either WATR or WMAS "would doubtless have been the subject of objection by Canada," under NARBA.

WATR is licensed to Harold Thomas, also licensee of WNAB Bridgeport, Conn. WMAS is wholly controlled by Albert S. Moffatt, who is also the controlling stockholder of WLLH Lowell, Mass.

Lazarsfeld's Book Used In South African Study

PAUL LAZARSFELD'S book, *The People Look at Radio*, a survey of radio listeners, sponsored by the NAB, is playing an important role as evidence before the Committee of Enquiry in the Union of South Africa. The committee is studying and advising the government on the possibilities of changing from the BBC system to the American system of broadcasting.

This was reported last week by Kent Dennan, research director of J. Walter Thompson's South African branch in Johannesburg. According to Mr. Dennan, the committee originally was of the opinion that the South Africans were against commercial broadcasting and would prefer to operate under the BBC system. However, the Lazarsfeld book was then presented as evidence, and Mr. Dennan states, "The book and its findings have been considered of major importance to the committee."

Praise from De Forest

RADIO PIONEER Lee De Forest has written a letter to the Army Air Forces Band, praising its series, *Flight Into the Past*, heard on Mutual, Saturday, 1 p.m. His letter, addressed to Maj. Gen. George S. Howard, conductor and commander of the AAF Band, said, in part: "I want to tell you how deeply touched I was by the fine program, your references to my first, 1907, broadcasts, and the beautiful rendition of the 'William Tell Overture.' It brought back to me vivid memories of those early days in my little laboratory in the Parker Building, New York City. . . . Little did I dream then that 40 years later I should be listening to such a program—typical of the best type of broadcasting—*the kind that I wanted then to propagate!*"

Bell Labs Staff Member Is Detroit IRE Speaker

DR. J. B. BISHOP, member of the technical staff of Bell Telephone Laboratories, was scheduled for an address at last Friday's meeting of the Detroit section of the Institute of Radio Engineers. Dr. Bishop chose as his subject "Western Electric FM Broadcast Transmitters."

He planned to cover the various features of the transmitters and to discuss development of the new "transview" type of cabinet styling intended to make all components visible and accessible.

Dr. Bishop joined the Bell technical staff in 1928 and has been engaged in developing transmitting equipment for aircraft, ship-to-shore installations, police and other mobile services. During the war he was prominent in the field of radar equipment development.

Armour Option

REPORT that Armour & Co., Chicago, had option on CBS *House Party* [BROADCASTING, Feb. 17] was clarified this week by Chicago office of Foote, Cone & Belding. Armour will move into 4 p.m. period now occupied by *House Party*, effective May 12 on behalf of *Hint Hunt* which it sponsors on CBS, Mon. through Fri. 3:45 p.m. Unless *House Party* is purchased by that time, network is expected to drop the show, formerly sponsored by General Electric.

This is Robert H. Boulware, who has been with a great radio advertiser—the Procter & Gamble Company—for the past ten years.

As of March 1, he becomes the National Sales Manager of Cincinnati WSAI.

Radio Writers Answer the Critics

Good Script Editors Suggested as One Improvement

By PALMER THOMPSON
and PAUL R. MILTON

RADIO has long been a whipping boy for irate intellectuals and professional do-gooders. Lately, however, your battered table model has been stinging under added lashes from theatrical pundits, apologetic network executives and federal radio officials.

It's time for radio writers to answer—and analyze—some of this sadly generalized criticism.

The current attack on radio aims at two points: The types of programs presented, and their quality. Writers have nothing to do with the types of programs; we do not decide on dramatic versus music, news versus quiz show. But we have everything to do with the quality of programs, for we put together the words that pour from your loudspeaker.

Serials Criticized

"Daytime serials," say the critics, "are moronic, badly written, untrue to life."

Such comments, if intended to blanket all daytime serials, are inaccurate. Some may be poorly written and superficial, but others are as well written as the fiction in the average slick-paper magazine. The poorly done ones are regrettable just as cheap fiction magazines are regrettable. We listen, but do we hear critics attack magazines as loudly as they attack radio?

What is a soap opera? What, creatively speaking, is it intended to do? The answer is best illustrated by this anecdote:

The wife of one of us attended a listener-group session held by a leading advertising agency. A hundred women filled a room and listened to recordings of a new program; the group was later questioned for reactions. One woman, of average intelligence and alertness, said:

"I don't like it. It makes me think."

Incredible! More fully questioned, the woman explained:

"When I'm doing my housework, I can spare only part of my attention for radio. All I want from a serial is enough to interest the part of my mind that's unoccupied. If it's too interesting, too gripping, moves too fast, my necessary daily work falls behind."

That makes sense, doesn't it?

THE WRITERS of this answer to radio's critics are well qualified to speak their minds on radio. Palmer Thompson is now a writer for "Spotlight on America" on MBS, and "David Harding, Counterspy" on Mutual. Paul Milton also writes for "Spotlight on America" and for Mutual's "Exploring the Unknown." Both have years of experience in network radio writing.

The purveyors of daytime serials understand this point of view; consequently, daytime writing is slower, the acting more deliberate. In short, the daytime serial is an almost mathematically contrived device for accomplishing two clear purposes: Entertainment and advertising. We refer those who resent the advertising to the idiotic make-up of the great fiction magazines, who compel you to turn inconveniently to the back pages for only one reason: To lure you into reading the ads.

"Radio," carp the critics, "has not enough discussion of serious topics."

Granting some abuses, we refer you nevertheless to the full radio listings of any week. Hardly an hour passes that somewhere on the dial does not offer public service programs of one kind or another. It's a fair guess that radio devotes as high a percentage of its time to serious discussion as do newspapers, mass magazines and the theatre, and certainly more than motion pictures.

"Quiz and audience-participation programs," scream the critics, "are a disgrace!"

Here we scream right along with the critics; it's silly to make fools out of people for someone else's profit. But—certain segments of the radio audience like them and that fact will keep them on the air even if they are an insult to the intelligence. However, are they any more intellectually offensive than musical stage productions, B movies, night club floorshows and what's left of vaudeville? The question is asked not to condone, but to clarify.

Counterattack

Now the counterattack. It seems to us that much of the adverse criticism of radio springs from cockeyed premises.

The first seems to be a belief that radio is a homogeneous medium, a single unit, instead of what it really is: A means of transmitting widely differing things—entertainment, news, music, public service announcements, speeches, etc. Any criticism of "radio" is as well aimed as a criticism of "books," "movies," "magazines." What books? Which movie? What radio? Radio does not aim at serving all the people all the time, but the maximum number of various groups at given times.

When a critic says, "I want more good music," he is in effect com-

(*Continued on page 32*)

—in the driver's seat . . .
KFYO is the CENTRAL SELLING FORCE . . . the lead station for getting results in this HUSKY MARKET! . . . a market with a $167,892,000 effective buying income—from grain, dairying, wholesale and retail distribution, oil, poultry and cotton.
KFYO is the ONLY STATION dominating this rich area with a consistent clear signal!
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales
AFFILIATED WITH
AMERICAN BROADCASTING CO.
VOICE OF THE SOUTH PLAINS OF TEXAS
1410 ON THE DIAL
KFYO
LUBBOCK, TEXAS

WHEN EVEN NEWS WAS "NEW"

KGW LED IN SERVING THE PUBLIC

Complete news coverage has been the goal of KGW since the station broadcast its first news flash—the state primary election returns on May 19, 1922. For the next ten years KGW supplied news through bulletins and unscheduled news broadcasts. Early in 1932, KGW carried one scheduled daily news broadcast, and by the end of that year had three locally prepared and scheduled newscasts plus one network program.

On January 3, 1934 a KGW news bureau was opened and in 1935 KGW installed the first teletype used in a Portland radio station. KGW now utilizes the services of AP, UP and INS.

The growth of public interest in the use of radio as a source of news has led KGW to increase its scheduled daily newscasts during its 25 years of service until at present KGW broadcasts 46 local and 30 network news programs weekly.

KGW

620 ON YOUR DIAL

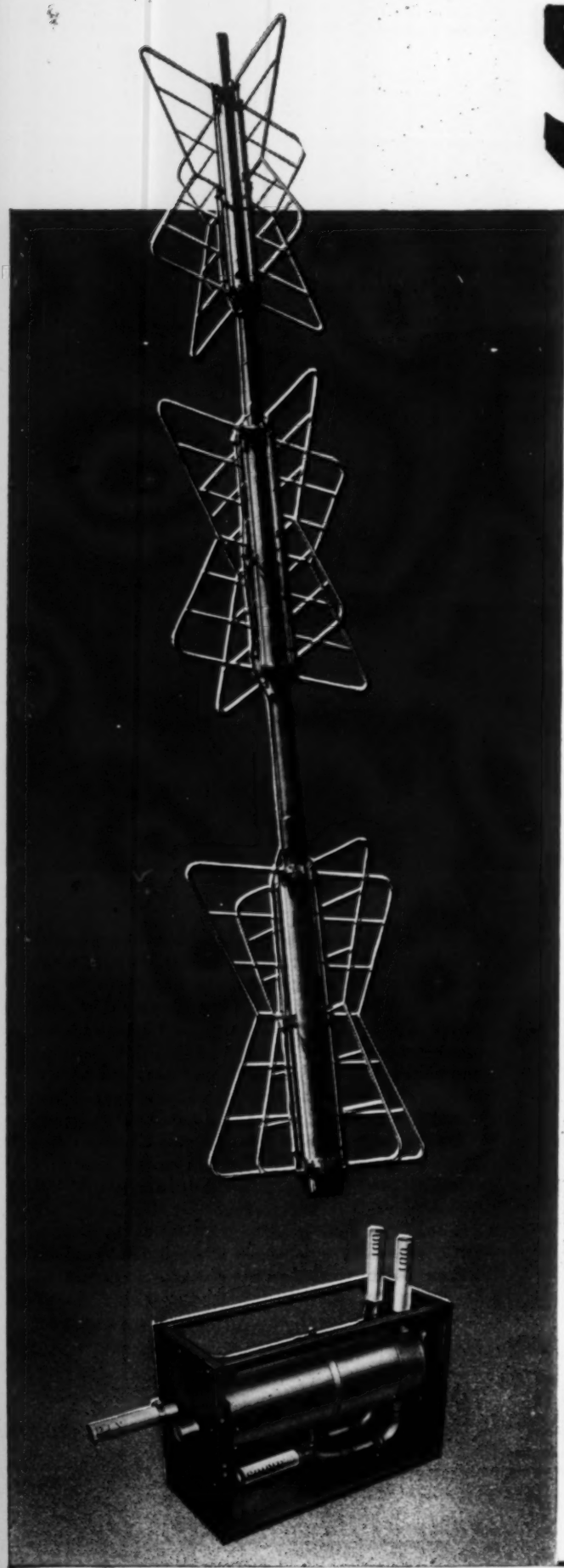
AFFILIATED WITH NBC

25TH YEAR KGW

QUARTER CENTURY OF COMMUNITY SERVICE

Represented Nationally by Edward Petry and Co.

3 New Antenna



1 ***For separate TV stations*— the RCA Super Turnstile diplexed to transmit aural and visual signals simultaneously (eliminates need for extra antenna).**

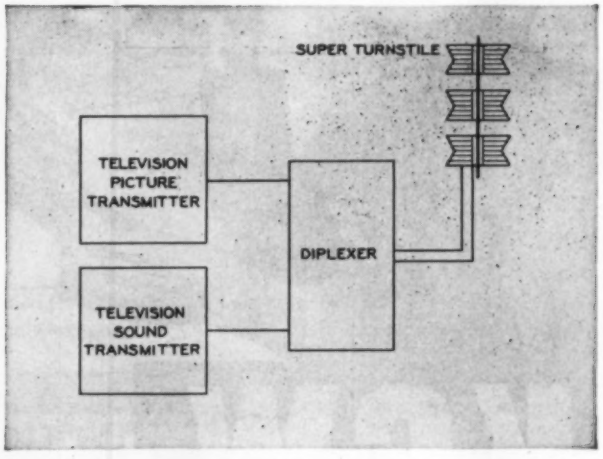
The extremely wide-band, high-gain characteristics of this antenna make it an ideal choice for your new television station. Three sizes are available to cover all metropolitan channels.

The outputs of both the aural and visual transmitters are fed to the diplexer unit which, in turn, feeds the separate signals in correct phase relation to the North-South and East-West current sheets of the antenna.

In this way, the need for a separate sound antenna is eliminated. In effect, you get twice the gain for a given height.

Best of all, installation is easy. The antenna, pretuned at factory, comes complete with all fittings and transmission lines. Feed points and end seals are at a minimum. There is no need for special broad-band coupling networks of any kind at the top of the tower.

Three-section Super Turnstile. The center pole is self-supporting and may be mounted on top of a suitable building, mountain or a supporting tower similar to that used for standard-band broadcasting antennas.



The high-frequency model of the RCA diplexer. The concentric line elements of this unit form a bridge circuit with the Super Turnstile radiators acting as balanced impedances shunted by equal reactances in series with the diplexer. The visual transmitter is connected push-pull; the aural transmitter push-push. All possibility of cross-talk is thus eliminated.

a Systems for Television

2 ***For combination TV-FM stations*** **(certain powers and channels only)—a Super Turnstile triplexed for simultaneous broadcasting from same antenna.**

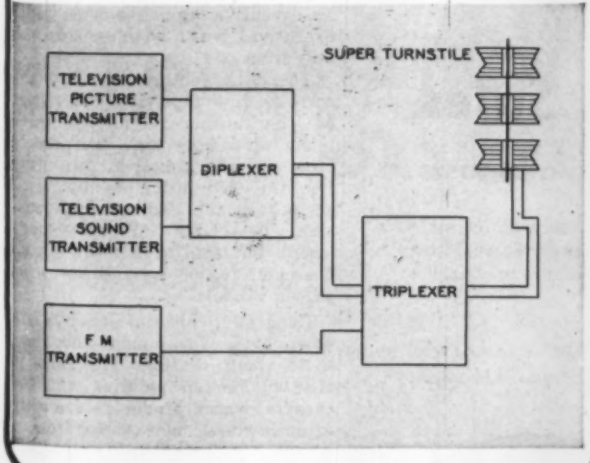
The broad-band characteristics of the Super Turnstile are so pronounced that this antenna can often be used for FM in the 98—108 mc band while simultaneously transmitting TV pictures and sound.

Such double use is possible because of the gradual way the input impedance changes with frequency. At frequencies near the television range of the antenna, the impedance is satisfactory for FM use. At frequencies farther from the television range, the impedance is good enough so that the transmission line can be easily matched with suitable networks without affecting the impedance at TV frequencies.

In addition to the diplexer, a triplexer unit is used. All three signals are effectively isolated to prevent cross-modulation and fed to the antenna in correct phase relation. When required by impedance or pattern considerations, a pair of matching networks, installed at tower-top level, completes the system.

The FM power that can be handled by this system is limited by standing-wave considerations within the antenna feed lines. The TV-FM frequencies must be checked to determine whether operation will be within the rating of the transmission line.

In general, the following combinations apply: TV channels 2 and 3 with an FM input up to 3 kw; channels 4-6 with an FM input up to 10 kw; and channels 7-13 with an FM input from 3 to 5 kw.



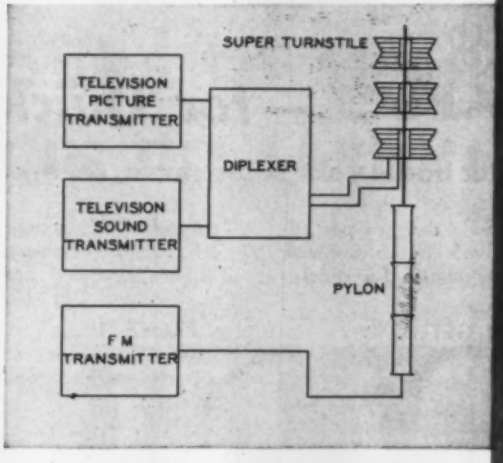
3 ***For combination TV-FM stations*** **(all powers and channels not covered by 2)—a diplexed Super Turnstile plus an RCA "Pylon" on a single mount.**

This antenna system answers the need for a limited-space installation providing maximum coverage of both FM and TV broadcasts at high-power outputs. It is particularly suitable for tall, slender buildings.

Television broadcasts are diplexed into the Super Turnstile; the revolutionary new RCA "Pylon" radiates the FM signals.

The "Pylon" antenna, incidentally, is just about the last word in simplicity. One size of radiator (the cylinder) covers the entire FM band. There are no separate radiating elements to complicate connection. Tuning is not required. It handles any FM transmitter output up to 50 kw with a wide margin of safety. Height for height, it has more gain than any FM antenna now on the market!

All of the systems shown here . . . engineered along with RCA transmitters and fully co-ordinated with them . . . are designed to assure brighter, clearer, steadier telecasting and—for FM-TV station combinations—truer "FM quality." Complete "specs" are now available. Your inquiries are welcome. Write Dept. 18-C.



TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Answer Critics

(*Continued from page 28*)

plaining: "It isn't being broadcast when I feel like listening to it." That makes as much sense as geting mad at the Philharmonic for not playing every summer afternoon.

Radio has one limitation always overlooked by its critics. It cannot deal in complexities, only in essentials. While your newspaper can tell you the ins and outs of an event, radio can effectively transmit only the basic facts. For radio is an aural medium, contending for attention by the weakest sense next to smell and touch—hearing. Therefore, it can transmit only certain types of material, as a newspaper can transmit news but not new translations of Ovid with footnotes. Radio can transmit only such material as the ear can assimilate. The most trivial home interruption may ruin a good scene or a moving climax.

Now let's compare radio with its related entertainment fields.

Radio versus motion pictures. Practically speaking, movies operate with unlimited capital and virtually no time pressure. There is no practical reason—such as lack of funds, or of time—for inferiority. Yet are movies noticeably better than radio? We feel they are not.

Radio versus books. What an author wants to rewrite he may rewrite. He may postpone and the publisher may postpone; the whole pace is leisurely. There are no practical reasons for inferiority. Yet poor books are written and published, aren't they? Can radio's critics assure us that the total body of published books is notably superior in content and craftsmanship to radio?

Radio versus magazines. Periodicals operate in terms of hours, days and weeks. Articles and stories can be postponed. The time pressure on the writers is not great. (One of us speaks after thirteen years in magazines as editor and writer.) Yet are magazines—up and down the scale—notably superior to radio?

Radio Vs. Theatre

Radio versus the theatre. What time pressure is there here? The author may take years to write his play. The producer is allowed ample time to prepare his production. Rewriting, refurbishing, may go on 'til perfection is reached. Yet we declare that the level of intelligence and craftsmanship in the theatre is no higher than radio except in one respect. The stage, like the printed book-page, lends itself more easily to the presentation of weighty subjects. With those few exceptions, in the presence of books, plays, magazines and films, radio need not hang its head.

And we say that radio keeps pace in spite of operating on a time schedule unmatched in any other field of endeavor. If a program is scheduled for a certain time, it must go on then, ready or not. It cannot delay by even five seconds. Take out your watch and count off five seconds. Not long, is it?

All we say is by no means to deny radio's shortcomings and the one we know how to talk about is inferior writing.

Why is it tolerated?

Nobody wants it, except in rare cases.

How does it come about? There are several reasons, all best illustrated by this incident:

A large program-producing organization was planning a new series. A minor official was told to commission three writers to submit sample scripts.

Newcomer's Script Chosen

Two of the writers he called on were fairly prominent; the third was a newcomer. The minor official's decision fell on the newcomer's script; it was the best. Now his choice had to be passed on by an executive who, like most radio executives, was a business man, not an editor.

The minor official gave him the scripts, first removing the names of the authors. The executive blanched. Where were the names? How could he judge without knowing the reputation behind each script? In the end, after persuasion, he chose the newcomer's script, but the incident highlights the chief reason for inferior writing on the air.

Generally, editorial policy is laid down by business men who know little about writing. The same is true of motion pictures and the theatre, where producers are more often business men than editors.

Radio, in short, needs a trained body of editors, of men who understand dramatic values, the techniques of dialogue writing, of story structure and so on. There are a few good radio editors, but give us more, and radio writers guarantee you better radio.

Until that happy day, here is a suggestion for radio's critics: Please criticize more accurately. It'll help more!

KXOK Mobile Phone

KXOK St. Louis has installed mobile radio telephone service for local-long distance communication. Signal from KXOK field car can be picked up in cities along St. Louis-Chicago highway. Car is also being equipped with mobile transmitter, portable and wire recorders and additional power sources to enable field coverage of spot news and special events.

Thrifty Choice —for Quicker Sales

Let WTAR-Norfolk boost your sales curve, shrink your sales costs

Compare WTAR's audience delivery per advertising dollar with any you choose to check. See why it's your thrifty choice for quicker sales, richer profits.

HERE'S WHAT YOU GET...
A compact, economically merchandised market—stabilized at 650,000 customers—in the Norfolk Metropolitan area alone. And they have more to spend **now**, says every index, than they ever had before.

HERE'S HOW...
WTAR gives you one-station, one-cost **control** of this concentrated, substantial market . . . more listening customers than all other stations combined, outside listening practically nil. (Hooper, Oct., Nov., '46)

PROVE IT...
WTAR-Norfolk is ready—right now—to do an efficient, profitable job for you. Let's talk about it.

NBC AFFILIATE
5,000 Watts
Day and Night

National Representatives: Edward Petry & Co.

NORFOLK VIRGINIA

WTAR

..worth crowing about!

HE RODE SIXTEEN HOURS TO SHAKE HANDS WITH THE "DAY BREAK IN THE BARNYARD" MAN

The gentleman on the left is L. R. Lowe of Seneca, S. C., owner of an insurance business, and a regular listener of "Daybreak in the Barnyard" . . . broadcast 5 am to 6 am from WLAC, Nashville, a program emceed by Herman Grizzard, veteran "personality" announcer, shown above at right.

Lowe rode sixteen hours to Nashville to fulfill his oft-written promise of shaking hands with Grizzard. He was interviewed on the program . . . and after being shown some of Nashville's points of interest . . . rode back home.

Lowe's visit is typical of friendly interest in this great 50,000 watt station by the people it serves. One "Daybreak" listener started a Herman Grizzard fan club, and its membership has been growing by leaps and bounds. And, there are scores of other instances that prove a deep loyalty to WLAC.

WLAC
NASHVILLE

50,000 WATTS

Represented by the
PAUL H. RAYMER COMPANY

CBS AFFILIATE

"GATEWAY TO THE RICH TENNESSEE VALLEY"

Another Triumph

THE JAMES BLACK DRY GOODS CO.
WATERLOO, IOWA
1 November 1946

Mr. Joe DuMond
President
Josh Higgins Broadcasting Company
Waterloo, Iowa

Dear Mr. DuMond:

The effective use of radio in department store sales promotion has been a subject which has concerned the James Black Dry Goods Company for a number of years. It wasn't, however, until we ceased thinking of radio as an advertising appendage and adopted the medium wholeheartedly as an important factor in our store-wide sales plan that we began to feel its great impact with our trading area.

We at Black's have learned that radio cannot be considered as something "extra" but rather must be adopted as an integral part of the whole. Our approach has been along ... lines ... special audiences with ... endeavoring to ... merchandise ...

As the second largest department store in Iowa, our trading area extends to the Minnesota border and well to the south, east and west. We have found KXEL not only a satisfactory medium for motivating the sale of merchandise, stimulating inter-department sales interest, but most valuable in pushing back the trading boundary lines which have naturally followed the influence of the other advertising media used by Blacks'.

... the other advertising media used ... combined efforts of Mr. Walt Dennis, ... Allied Stores Corporation and ... has been proved to Blacks' that ... for the department store.

Yours very truly,
THE JAMES BLACK DRY GOODS CO.
James M. Graham
James M. Graham, President

ALLIED PURCHASING CORPORATION
SUBSIDIARY OF ALLIED STORES CORPORATION
1460 BROADWAY, NEW YORK 18, N.Y.

1/15/47

Mr. Joseph ...
Presi...

I know of no finer relationship and intelligent understanding of mutual endeavor existing between station and client than exists between yourselves and the Black store.

... By holding steadfast to the responsibility with which you were charged - namely the production and supervision of fine local programs sponsored by our store - and always upon it consistently, you have rendered a great service to the cause of broadcast advertising and retailing.

Sincerely yours,
Walter L. Dennis
Director
Radio & Television

wld..mw

Black's—key department store operation serving more than 450,000 urban and rural folk living in a trading territory comprising 34 of Iowa's 99 counties.

KXEL 50,000 WATTS

for KXEL

2 TOP NATIONAL AWARDS GO TO BLACK'S PROGRAMS

RECOGNITION THAT COUNTS!

At the National Retail Dry Goods Association convention in New York January 13 to 17, these top awards went to Black's in Waterloo for KXEL-produced programs.

1—Grand Prize award especially created by the judges for extra recognition of the quality and objectives achieved on "R.F.D. 1540 with Hugh Muncy."

2—First award for all class "B" stores to "Music for Moderns" by teen agers-for teen agers. Produced by KXEL with Herb James and Betty Black (Jeanne DuMond).

DISTINGUISHED JUDGES

ARTHUR STELZER, president, McCreery's Department Store, New York
ISABEL WINGATE, representing the National Consumer Retail Council
MARGARET CUTHBERT, Director, women's activities, NBC
THOMAS CONNOLLY, director of sales promotion, CBS
ARTHUR PRYOR, of B.B.D. & O. Advertising Agency

Hugh Muncy—KXEL's Farm Editor—who personally conducts "R.F.D. 1540," the Grand Prize winning program for Black's.

The Josh Higgins family circle—a programming group that produces programs with impact and penetration never before attained in this—the cream of the Iowa market.

Program Response

Recent analysis of a KXEL daytime program by a national advertiser embracing 10,000 letters over a 6-weeks' period revealed 82 of Iowa's 99 counties participating in this program and a **plus** of 37 states and the Dom. of Canada.

CLEAR CHANNEL . . BASIC ABC . . WATERLOO, IOWA
REPRESENTED BY AVERY-KNODEL, INC.

Broadcasts to Russia Get Under Way

Potential Audience Of 400,000 Sets Estimated

"SLUSHAITE," said the announcer in New York at 1 p. m. last Monday, using the Russian equivalent of the American "Hello" to launch the State Dept.'s new radio series to Russia [BROADCASTING, Feb. 17].

"This is New York calling," he continued in Russian. "You are listening to The Voice of the United States of America."

The first bars of the program's theme, "Battle Hymn of the Republic," came next, followed by another announcer who explained that the new series will be broadcast at 1-2 p. m. New York time or 9-10 p. m. Moscow, and listed the ten frequencies on which the program can be heard.

For Better Understanding

"The purpose of these broadcasts," he stated, "is to give listeners in the USSR a picture of life in America, to explain our various problems and to point out how we are trying to solve those problems. We will bring you the latest news of the day, feature stories about life in the United States, and selections of typical American music. The Voice of the United States of America is part of the informational service designed to tell the world about America and the American people.

"Secretary of State George Marshall in his first official press conference said that the United States, by means of radio broadcasts, would attempt to give the people of the world the pure and unadulterated truth. The Secretary of State emphasized that by such means America will continue its policy of disseminating the facts as best it is able to determine them. In this connection, the United States Ambassador to Russia, Lieut. Gen. Walter Bedell Smith, has expressed the hope that these radio broadcasts will help broaden the base of understanding and friendship between the Russian and American people."

Following this introduction came a news period which opened with ten short items from foreign capitals and continued with longer stories from the U. S. Included in this latter group was a story that the State Dept. had informed a Senate committee of the Department viewpoint that our Government should fill the remaining $25,000,000 worth of Soviet orders under Lend-Lease, regardless of the Congressional prohibition on any expenditures for Lend-Lease after last January 1.

After the news period, a talk on the relationship between our federal and state governments was broadcast as the first of a series on the structure of the American Government. This was followed by a group of American folk songs, "Turkey in the Straw," a cowboy medley and the hoedown number from "Rodeo." A scientific talk on the new synthetic chemical substance "piribensamin" was followed by Cole Porter's "Night and Day" and a second news period, including a book review and an opera note as well as a recapitulation of the earlier news in headline form, which concluded the broadcast.

Programs are broadcast on the following frequencies: 15210 kc (WBOS), 15290 kc (WRUL), 17750 kc (WRUW), 15330 kc (WGEO/A), 15270 kc (WCBN), 17830 kc (WCBX), 21570 kc (WCRC). The last is designed primarily for reaching the relay station in Munich, which rebroadcasts the American programs simultaneously on 6170 kc, 7290 kc and 9540 kc.

The frequencies used are the best for the time of day and time of year, it was explained by John Doud, chief of the IBD facilities branch in New York. Several months from now, about May, a new set of frequencies will be used, he said, with similar changes being made from season to season.

Big Audience Possible

Charles W. Thayer, head of the Russian desk, said that while estimates on the number of receivers in Russia which can tune in the shortwaves vary from 10,000 to 2,000,000, the State Dept. estimates a potential audience of around 400,000 sets for its programs. Ownership of these receivers, he said, is confined to the higher paid individuals of the country, such as the intelligentsia, engineers, high army officers and the like, but others are owned by collective groups.

Asked about program content, Mr. Thayer said that these people, if interested in the program content, can take "pretty strong meat and like it." He said that they are used to longer programs than are common in America and reported that when he had asked a Russian about the length of a scientific talk the answer had been that if it is on a single subject it should not exceed an hour. Mr. Thayer also said that plans are under way to include excerpts from the writings of Clarence Day, Ring Lardner and other American humorists in subsequent broadcasts.

John Sheehan, associate chief of IBD, in charge of the New York office, from which all U. S. broadcasts to overseas points originate, said that with as many as seven programs in as many languages going on the air simultaneously over our 36 shortwave transmitters, the IBD traffic problem is more complicated than that of any domestic network.

THE STATE Dept. broadcasts to the Russian people have started with the aim of better understanding between the two countries explained in the first program. What the State Dept.'s Russian Hooperating was, no one knew, but the estimated potential audience was around 400,000.

WGY Schenectady Celebrates Its 25th Anniversary With Special Broadcasts

WGY, the General Electric station in Schenectady, celebrated its silver anniversary in radio broadcasting last week.

The 50 kw NBC affiliate threw open its studio doors all week from 10 a.m. to 10 p.m. Three special programs and the anniversary dinner Friday night were broadcast and almost every local program on the station pointed to the 25th birthday of the station, which was founded Feb. 20, 1922.

The first special broadcast featured the WGY Players in an original skit, "The World Without Radio," broadcast Tuesday night. The following night a special broadcast featured a two-way radio conversation between GE Engineer Everett S. Lee and Sur Noel Ashbridge, deputy director general of the BBC and a wireless pioneer in Britain. The third special broadcast marked the fifth anniversary of one of the station's most popular programs, "The FBI in Action."

NBC President Niles Trammell was guest speaker on the dinner program broadcast Feb. 21, which presented many WGY performers. This was aired from 9-10 p.m.

Mr. Trammell was introduced by Robert S. Peare, vice president in charge of advertising and radio broadcasting of the General Electric Co., Schenectady, owner of WGY.

Other NBC executives at the dinner which was held in the Hotel Van Curler, were James V. McConnell, director of National Spot Sales, sales representative for WGY. Easton C. Woolley, director of the NBC stations departments, and George McElrath, manager of the NBC engineering department.

During 25 years of radio broadcasting WGY has been on the air a total of 132,883 hours. In its first year on the air the GE-owned station operated 733 hours, reaching a peak in 1942 of 8611 hours. Its present operating schedule is from 6 a.m. to 1 a.m. daily.

CUTTING CAKE at informal gathering marking 17th anniversary of CBS educational series, *School of the Air*, was Leon Levine, assistant director of education for the network. Watching the ceremony was Robert B. Hudson, CBS director of education.

WNYC Receives Praise For Coverage of Hearing

THE BROADCASTING in full, two weeks ago, of the hearings on the New York City subway fare by WNYC was the subject of much praise by Jack Gould, radio editor of the *New York Times*.

In his weekly column of Feb. 16 Mr. Gould said that the broadcasts were "most akin to an exciting Town Meeting of the pioneer day and represented a capital public service of which the city's outlet, WNYC, well may be proud . . . The WNYC broadcasts represented an object lesson in political democracy and underscored afresh the continuing importance of hearing all sides to a question before reaching a conclusion."

Mr. Gould concluded that the major lesson provided by the broadcasts "is the very real sense of participation in government which they afforded the listener . . . Mayor O'Dwyer and WNYC have made a contribution which if followed by the leaders of radio and politics, could be of more lasting importance than the outcome of the fight over the subway fare."

UP Finds Women's, Farm, Sports Features Popular

A UNITED PRESS radio survey of its clients, completed last week, showed that 77 different kinds of businesses are sponsoring its five, 10 and 15-minute special feature programs. The report showed that the features, which make up one-fifth of the UP radio news report, are almost totally sponsored.

Sports features, women's features and farm features generally are the most popular, the survey reported. Of the stations polled, 67% use the daily five-minute column, *Speaking of Sports*, and of those, 52% have it sponsored. Another sport column, the *Sports Lineup*, is used by 60% of the stations, and in half the cases, it is sponsored. A third, *Sizing Up Sports*, is used in 57% of the cases and sponsored in 45%.

Stars 'n Cars . . . The first gives WWJ, NBC in Detroit, its vast listening audience. The other gives that audience its vast purchasing power. With capacity-production of new cars indicated for years to come, and with employment and bank accounts at peacetime highs, Detroit is indeed a market of wealth. For highly profitable promotion of your product in Detroit, hitch your product story to the wealth of stars attracting a host of listeners to WWJ, first radio station in the nation.

FIRST IN DETROIT . . Owned and Operated by THE DETROIT NEWS

Associate FM Station WENA . . . Television Station WWDT

WWJ

950 KILOCYCLES
5000 WATTS

Basic NBC Affiliate

National Representatives: THE GEORGE P HOLLINGBERY COMPANY

OPEN-MOUTHED ABOUT YOUR CHANCES IN AWE (Ky.)?

There's no use in standing aghast, being struck dumb or holding your breath about Awe (Ky.) or other hamlets thereabouts. WAVE doesn't look for sales in Awe, because we know there's hardly any use! Instead, we aim for the admiration of the Louisville Trading Area, which has more cash than all the rest of Kentucky combined. Incidentally, you'll really be Awe-struck with WAVE's results!

LOUISVILLE'S WAVE

NBC AFFILIATE

FREE & PETERS, INC.,

5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES

Hearing on $320,000 WTMV Transfer Is Ordered by FCC

FCC ANNOUNCED last week that it had ordered, on a 4-to-2 vote, a hearing on the proposed $320,000 scale of WTMV East St. Louis (1490 kc, 250 w) by Myles H. Johns and members of his family to Evansville on the Air Inc., licensee of WGBF-WEOA Evansville, Ind. [BROADCASTING, Oct. 7].

FCC Chairman Charles R. Denny and Comr. E. K. Jett voted to grant the sales application. But the majority—Comrs. Clifford J. Durr, Ray C. Wakefield, Paul A. Walker, and Rosel H. Hyde—were reported to want a hearing to inquire particularly into matters relating to the sales price in view of the Johns family's acquisition of the station for approximately $105,000 in May, 1945.

The extent of investments which the Johns family have made in improvements of the station is expected to be one of the factors for consideration. Hearing date was not set.

William F. Johns Sr. of Chicago, who owns 10% of WTMV, heads a group of St. Paul and Minneapolis businessmen competing with Stanley E. Hubbard, president and general manager and 25% stockholder of KSTP St. Paul, for acquisition of 75% interest in the 50-kw St. Paul outlet for $825,000. His investment in the company was reported as $111,000, and his son William F. Johns Jr., also 10% owner of WTMV and now in radio sales in St. Paul, has a $14,000 share in the St. Paul applicant.

Besides William F. Johns and W. F. Jr., stockholders of WTMV are Penrose H. (Mrs. William F.) Johns, 60%, and Myles Johns, son of W. F. Sr., 20%. The family also owns WOSH Oshkosh, Wis.

In the transfer application, the Johns family pointed out that W. F. Jr. originally was scheduled to operate WTMV when he returned from the Army but that a change in his plans made it appear advisable to sell the station. He is now with the WTCN Minneapolis sales department.

Evansville on the Air is licensee of WGBF-WEOA and WMLL (FM), but has sold WEOA, subject to FCC approval, to the owners of WFBM Indianapolis for $200,000 in compliance with the Commission's duopoly rule. It is competing with Radio Indianapolis for acquisition of WABW(FM)-WBBW Indianapolis, offering stock in Curtis Radiocasting, parent company of Evansville on the Air, as consideration.

Meanwhile, the Commission announced that on Feb. 14 it approved the assignment of license of KUTA Salt Lake City from Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall to Messrs. Carman, Smith and Wrathall as individuals and Mr. Carman as executor of the estate of the late Mr. Powers. No monetary consideration is involved.

SAVED BY KOMA

Kidnappers Hear Broadcast; Surrender Follows

A KOMA Oklahoma City broadcast prevented a double murder and resulted in the surrender of four kidnappers, the station claimed last week in a communication to CBS headquarters, New York.

Willie Kelly, of Oklahoma City, and a telephone girl had been kidnapped by two Chicago gangsters and two local outlaws and were taken to a cabin near the city where Mr. Kelly was beaten and where the gangsters, according to Mr. Kelly, decided to murder the pair.

At 12:30 p. m., the CBS affiliate broadcast a description of the outlaws, revealed that a statewide alarm had been sounded, and reported that, if caught, they would be charged with kidnapping (a capital offense in Oklahoma).

After hearing this program, the gangsters held a conference and decided to call the sheriff's office and surrender, pleading they'd been on an all-night drinking party. They surrendered and gave up their prisoners, but were charged with kidnapping.

Donald Terry, of Bell Telephone Labs, Dies

DONALD M. TERRY, 47, an experimental and research worker for the Bell Telephone Labs. in New York, died Feb. 17 in Memorial Hospital, Manhattan.

Mr. Terry joined the Bell Telephone Co. in Cleveland shortly after graduation from Ohio State U. in 1920. He was in charge of transmission operations when the first pictures were transmitted by wire in 1924. Mr. Terry was credited with improvements in telephone long lines transmission under hazardous weather conditions and was associated with experiments in micro-wave radio during World War II. He is survived by three sisters, Mrs. Vivian L. Reid, Miss Princess Terry and Mrs. Pearl Johnson, all of Van Wert, Ohio.

Seeks Video Script

SACKETT & PRINCE, New York television production firm, is in the market for video scripts and program ideas of all types, according to Pauline Sharpe, writing director, who was notified BROADCASTING that her organization has "sponsors waiting to spend money but not until we can show them better scripts and series than they are viewing in present-day television." Company is located at 681 Lexington Ave., New York 22.

A SALE IS BORN
IT'S A FASCINATING PATTERN. From transmitter tower to home receiver. From the ear that listens to the hand that buys!
As more and more goods are not only bought but *sold,* the radio station becomes increasingly important as a tool of distribution.
Why? Not because of power alone. In the case of Westinghouse stations, it's extra effort in promotion of network and spot shows.. in custom-tailored local programming.. in service in the public interest. All this engenders, in six great areas, a large and loyal audience, ready for your program.
Of these six areas, three.. Boston, Philadelphia, Pittsburgh.. are "A" markets with metropolitan districts of more than two million population. The others, smaller in size but not in activity, are Fort Wayne, Ind.; Portland, Ore.; and Springfield, Mass. If your schedule doesn't include one or more of these sales-productive stations, ask our representatives about availabilities.
WESTINGHOUSE RADIO STATIONS Inc
KDKA KYW KEX WBZ WBZA WOWO
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

SEE FORJOE ABOUT THE BEST BUY IN PENNSYLVANIA

NOW ON THE AIR!

W H W L

1000 WATTS–D **730 KC**

NANTICOKE, PENNA.

Offering a Greater Daytime Coverage to the Agricultural and Industrial Anthracite, Including the Rich Scranton-Wilkes-Barre Area.

SEE FORJOE AND GET BETTER COVERAGE IN PENNSYLVANIA'S ANTHRACITE REGION

"ANTHRACITE'S MOST POWERFUL INDEPENDENT"

SAM LEAVITT
Gen. Manager

Symphony to People

PLANNING the next *Neighborhood Concert* of Washington's National Symphony Orchestra are (l to r) Kenneth Berkeley, general manager of WMAL Washington; Dr. Hans Kindler, National Symphony director; and Bill Coyle, announcer and commentator on the series. Concerts are heard over WMAL Monday, 9-10 p.m., broadcast from high schools and junior high schools of Washington and nearby Maryland and Virginia. Purpose of the series is to bring the symphony closer to the people, and tickets are distributed without charge. Cost is borne by Washington *Evening Star*, WMAL owner.

Frank Best, 61, Agency Head, Dies in New York

FRANCIS J. BEST, 61, president of Frank Best & Co., New York, died on Feb. 15 at his home in Manhattan following a heart attack.

Mr. Best was advertising manager for R. H. Macy Co., New York, until the first World War, during which he served as a lieutenant. Following the war he was appointed advertising manager for Franklin Simon & Co., New York, and then for Bonwit Teller, New York. He formed his own agency in 1936.

Surviving are his wife, Vida R. Best, and a brother, Harry Best.

Preview WOR Exhibit

WOR'S 25th anniversary exhibition, which opened Feb. 17 for a month at the Newark Museum, was previewed by officials of the station and of L. Bamberger & Co., Newark department store where WOR began its career. Exhibit includes displays of facsimile and television equipment, pointing to WOR's future development, as well as old-time apparatus used in the station's early days. At the preview, held Feb. 14, J. R. Poppele, WOR vice president and chief engineer, presided over an experiment in which a girl in an automobile touring Newark pressed a button which, through radio, turned on an electric stove in the exhibition room. This was intended to show how the housewife of the future will start her dinner cooking at the proper time while she plays a final rubber of bridge.

12 CPs, 5 Conditional Grants For FM Stations Authorized

FIVE conditional FM grants and 12 construction permits for FM stations were authorized by FCC last week. Of the conditional approvals, four went to existing AM licensees while the fifth is a standard applicant. Nine of the CPs went to present AM operators; one to a television permittee. Noncommercial educational FM permit also was issued.

WKNY Kingston, N. Y., was authorized a conditional grant for a minimum class B station, subject to engineering requirements, and channel 270 was made available for this purpose.

WWCO Waterbury, Conn., identified in ownership with WEIM Fitchburg, Mass., was authorized a conditional grant for a class B outlet, subject to further review and approval of engineering details.

Class A conditionl grants were made to WPIK Alexandria, Va., and KURV Edinburg, Tex., as well as to Grosse Point Broadcasting Corp., Grosse Point, Mich. Grosse Point Broadcasting is applicant for AM facilities on 680 kc in that area.

The FCC issued CP to Technical High School, Miami, for new noncommercial educational FM station on 91.7 mc (channel 219) using power of 400 w and with antenna height of 215 ft. Permit is in name of Dade County Board of Public Instruction.

Conditional CPs

The following were authorized CPs with conditions. Power given is effective radiated power; antenna height is height above average terrain:

Gordon Gray (WSJS) Winston-Salem, N. C.—Class B; channel: 97.3 mc (No. 247); 200 kw; 3280 ft.

Everglades Bcstg. Co., Miami, Fla.—Class B; channel: 100.1 mc (No. 261); 11 kw; 300 ft. (AM applicant).

WTUX Wilmington, Del.—Class B; channel: 94.3 mc (No. 232); 16 kw; 460 ft.

WMOB Mobile, Ala.—Class B; channel: 100.9 mc (No. 265); 8.8 kw; 390 ft.

WBBB Burlington, N. C.—Class A; channel: 104.3 mc (No. 282); 1 kw; 210 ft.

KROY Sacramento, Calif.—Class B; channel: 103.7 mc (No. 279); 12.6 kw; 325 ft.

KWHN Fort Smith, Ark.—Class B; channel: 98.3 mc (No. 252); 43 kw; 2000 ft.

WITH Baltimore—Class B; channel: 102.5 mc (No. 273); 20 kw; 500 ft.

WLOG Logan, W. Va.—Class B; channel: 94.3 mc (No. 232); 2.3 kw; 660 ft.

WDWS Champaign, Ill.—Class B; channel: 99.5 mc (No. 258); 33 kw; 415 ft. (In lieu of previous conditions).

The A. S. Abell Co., Baltimore—Class B; channel: 99.3 mc (No. 257); 20 kw; 390 ft. (In lieu of previous conditions; firm is TV grantee).

Leaf Chronicle Co., Clarksville, Tenn.—Class B; channel: 98.7 mc (No. 254); 3.1 kw; 300 ft. (Re-authorized issuance of CP on basis of new ownership).

Leaf Chronicle Co., publisher of the *Clarksville Leaf Chronicle*, has redistributed its stock with M. S. Foster, president and former holder of 99.6%, holding 50.1%; E. P. Charlet, director, 24.95%; J. E. Charlet, vice president and general manager, 24.95%. Mrs. M. S. Foster is listed as director.

WNAM Studios Ready

STUDIOS and offices of WNAM Neenah-Menasha, Wis., have been completed. The station, owned by Neenah-Menasha Broadcasting Co., expects to be on the air about April 1, according to Don C. Wirth, vice president and general manager and will operate on 1280 kc with 1 kw daytime only, using Western Electric transmitter, Blaw-Knox self-supporting 300-ft. tower and Gates studio equipment. Studios and offices are in the National Manufacturers Bank of Neenah. Mr. Wirth said WNAM has subscribed for UP wire service. E. W. Fliegel is chief engineer.

'49er Broadcasting Given Final Grant

Company to Build 250-w Outlet At Grass Valley, Calif.

A DECISION giving finality to the proposed grant to '49er Broadcasting Co. for a new 250-w full-time station on 1400 kc at Grass Valley, Calif. [BROADCASTING, Jan. 20] was announced by FCC last Monday.

The application of Town Talk Broadcasting Co. for the same facilities was denied. FCC based its choice on "the greater knowledge and understanding of the members of the '49er Broadcasting Co., as well as of its proposed general manager and assistant station manager, of the needs and interests of the Grass Valley area."

An Exception

The Commission, which ordinarily leans toward non-newspaper applicants in competitive proceedings, said it was "not unmindful of the fact that two of the six partners [of '49er] are editor and business manager, respectively, of the only newspaper in Grass Valley and that between them they own 50% of the stock of said newspaper. Nevertheless, in this instance, we feel that this greatly superior knowledge of the community and its listening needs outweighs the usual considerations of newspaper connections."

Owners of '49er are:

John G. Colling, in the lumber business in Grass Valley, 20%; H. W. Westbrook, store owner, 20%; John Edwin Keegan, theatre manager, 20%; Carlton G. Thomas, insurance and investment broker, 20%; Robert T. Ingram, editor and publisher and 25% owner of The Union, Grass Valley's only daily paper, 10%; and Earl J. Caddy, business manager and 25% owner of The Union, 10%. Mr. Colling would be general manager. Howard J. Smiley, KROY Sacramento program director, sales manager, and director of special events and public relations, would be assistant station manager with direct supervision over the program department.

Owners of Town Talk are Robert W. LeMond, CBS Hollywood announcer, 50%; Clarence E. Fisher, account executive of Rogers & Smith Adv., Los Angeles, 25%; and F. Clinton Jones, general manager of KCMJ Palm Springs, Calif., 25%.

WHBQ
MEMPHIS
Wise Hucksters Buy Quickly

Ours is the most amazing radio selling story in the South. More renewals, More Satisfied Customers than other local stations. Why? Get the facts, today.

CALL W. H. BEECUE
RAMBEAU
New York • Chicago • Hollywood

KWBW
★
"Power-Full" Programs Listened to by 456,151 People who own 116,848 Radios in Central Kansas
★
First with Local and World News
★
NBC Affiliate
KWBW
HUTCHINSON, KANSAS
Write or Wire
WILLIAM WYSE
For Availabilities

The "eyes" for the e

ears of Boston fans

THROUGH Jim Britt's eyes, sports fans among WEEI's three million listeners "see" good teams beaten by great ones. They get their *good* "look"—six nights a week—on Jim Britt's "WEEI Sports Roundup."

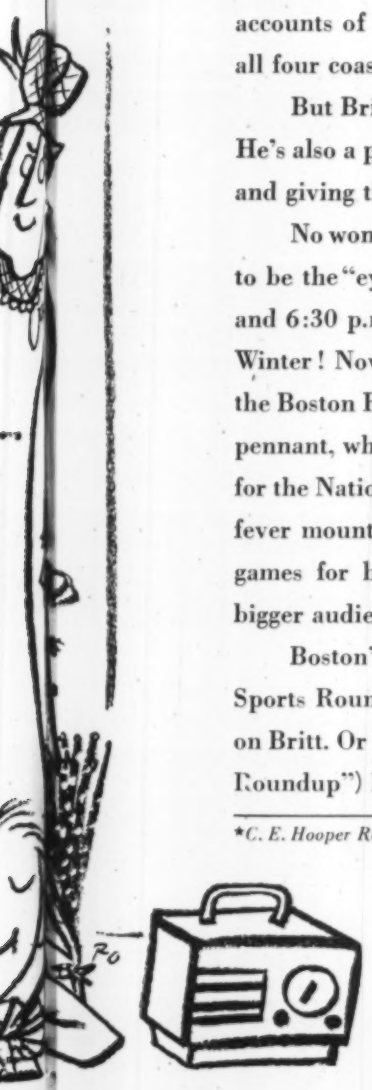
Proof that Britt knows sports and has the gift of gab is the way he snares the country's most coveted assignments: the 1946 World Series... five football "bowl" games... the 1946 Major All-Star baseball game (hailed as "a model of baseball broadcasts" by the New York Daily News)... and on-the-spot accounts of hockey, golf, track, and basketball matches for all four coast-to-coast networks!

But Britt is more than a first-class eye-witness reporter. He's also a past master at telling anecdotes, digging up news, and giving the post-game why, what, how and if.

No wonder 20% of the listening audience picks Jim Britt to be the "eyes" for its ears six nights a week between 6:15 and 6:30 p.m.* And this was during the late Fall and early Winter! Now baseball Spring training is coming up. Again the Boston Red Sox are favored to win the American League pennant, while the Boston Braves rate as a strong contender for the National League Championship. As Boston's pennant fever mounts, Jim Britt (play-by-play reporter of all home games for both Boston teams) will round up bigger and bigger audiences for his "WEEI Sports Roundup."

Boston's hopes and Britt's Hoopers make "WEEI's Sports Roundup" the buy of the season. So keep *your* eyes on Britt. Or better still, "get your program" ("WEEI's Sports Roundup") by getting in touch with us or Radio Sales.

*C. E. Hooper Report—November, December 1946



GAME TONIGHT

WEEI

Columbia's Friendly Voice in Boston · 590 kc.

COLUMBIA OWNED

Represented by Radio Sales, the SPOT Broadcasting Division of CBS with offices in New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

Teachers to Study Radio in Education

One-Day Conference to Be Held In St. Louis on Feb. 28

ST. LOUIS public school teachers will participate in a one-day study of "Radio in Education" Feb. 28 under sponsorship of the St. Louis district of Missouri State Teachers Assn.

Included in the morning general session will be an address on "The Social Dimensions of Radio" by Robert B. Hudson, director of education for CBS New York, and a discussion of "Radio in Education" led by Philip J. Hickey, St. Louis superintendent of instruction. Leaders assisting Mr. Hickey in the discussion and their subjects follows: Vierling Kersey, superintendent of schools, Los Angeles, "The Superintendent Looks at Radio"; Harold B. McCarty, director of WHA, U. of Wisconsin station, "The Teacher Looks at Radio"; Dr. James W. Clarke, minister of Second Presbyterian Church, St. Louis, "The Parent Looks at Radio."

Five sessions to run concurrently are scheduled for the afternoon. One of these, on the theme "Radio, a Medium in International Understanding," will be held in the KMOX playhouse. It will include a demonstration by KMOX talent making the recording, "The Saga of the Mississippi," the St. Louis schools' contribution to a series of 26 U.S.-Canada educational broadcasts for classroom use, and a talk by Mrs. Kathleen N. Lardie, director of radio, Detroit Public Schools.

Miss Marguerite Fleming, director of the South High School radio workshop, Columbus, Ohio, will be principal speaker at a session on "Radio, a Challenge to High School Teachers."

Another afternoon session, on "Radio, a New Approach to Elementary Education," will feature talks by Dr. Leland Jacobs, assistant professor of education, Ohio State U., and Harold B. McCarty, director of WHA.

Featured at the television session will be demonstration by KSD.

Dr. Warren D. Allen, director of music at Stanford U., will be chairman of a session on "Audio-Visual Aids, a Factor in Music Education." Speakers and their subjects will be as follows: Russell Morgan, director of music, Cleveland Public Schools, "Broadcasting Music to Schools"; Stanley Chapple, conductor of BBC's children's concerts, "School Use of Music Broadcasts in England"; W. Otto Miessner, director of Miessner Institute of Music, Chicago, "Analytical Slides Illustrating the Romantic Symphony"; Dr. Hans Rosenwald, dean of Chicago Musical College, "Television in Music Education." Ernest Hares, supervisor of instrumental music of the St. Louis schools, will lead the discussion.

CONTRARY to all appearances, this is a complete 250 w AM station. The equipment, from Collins Radio Co., Cedar Rapids, is destined for KRUX Phoenix-Glendale, Ariz. The crates and boxes, in which the instruments were packed, were enough to fill a box car.

Northwest Radio News Assn. Is Formed At U. of Minnesota First Short Course

RADIO newsmen from Minnesota, North and South Dakota, Wisconsin and Iowa formed the Northwest Radio News Assn. at a meeting held Feb. 14-15 in Minneapolis in connection with the first annual radio news short course conducted by the U. of Minnesota Journalism School.

Organizational work will be handled by James Baccus, WDAY Fargo, N. D., temporary chairman of the organizing committee. With him on the committee are Siegfried Mickelson, WCCO Minneapolis, and Ray Thompson, KROC Rochester, Minn. The university's course, an annual event, is the outgrowth of the NAB Radio News Clinic held in Minneapolis last May by Arthur C. Stringer, NAB director of special events. In charge of the short course was Mitchell V. Charmley, of the university, aided by Jack Dunn, WDAY; Orrin Melton, KYSM Mankato, Minn., and John Verstraete, KSTP St. Paul.

Opening day featured a discussion of editorializing, with William Krueger, WDAL Duluth, describing a local news program which includes a three-minute local editorial. Dr. Ralph O. Nafziger, of the university, urged editors to study their audience. Dr. Fred S. Siebert, director, U. of Illinois School of Journalism, said the test in libel is this: "Has the station taken due care in advance of broadcast to check against damaging statements? If it has, it seems safe to conclude from court actions to date that it will not be held liable."

William B. Ray, NBC Central Division news manager, described use of the wire recorder at the dinner session. United Press was host at a pre-dinner cocktail party.

Other topics discussed in roundtables were writing, led by Mel Nelson, WHO Des Moines; press association copy, led by Mr. Melton; local and regional coverage, led by Mr. Baccus. In attendance were:

Minnesota: David Johnson, WCAL, Northfield; Milton H. Josephson, WEBC, Duluth; Mr. Krueger; John F. Meagher and Mr. Melton, KYSM, Mankato; Ralph Andrist, Ralph Backlund, Roger Cowell, Robert Fransen, Mr. Mickelson, Charles Sarjeant and Allan Wash, WCCO, Minneapolis; Cal Smith and Mr. Thompson, KROC, Rochester; B. H. Anderly, M. C. Gorham, R. Hegman and A. W. Williamson, KLIZ, Brainerd; Walter Miller, Fred Worthington and Mr. Verstraete, KSTP, St. Paul; Dick Day and Craig Campbell, WDGY, Minneapolis; Katherine Barzen, KTRF, Thief River Falls; Frederic T. Dell, KGDE, Fergus Falls; Kenn Barry and Robert Boyle, KUOM, Minneapolis; Wally Mitchell and Ed Steeves, United Press, Minneapolis; Howard Morgan, Alvin Orton and Wally Stone, Associated Press, Minneapolis; Ralph D. Casey, Dr. Charnley, Edwin Emery, Edwin Ford, J. Edward Gerald, Arvo Haapa, George Hage, Donald Janson, William Jensen, Fred L. Kildow and Dr. Nafziger, School of Journalism faculty; about 40 journalism students.

North Dakota: Mr. Baccus, Daniel D. Fandrich and John G. Swenson, WDAY, Fargo; Charles W. Schoregge, KFYR, Bismarck; Dick Anthony, KILO, Grand Forks.

South Dakota: Tony Moe, KELO, Sioux Falls.

Iowa: Mr. Nelsen; E. T. Flaherty, KSCJ, Sioux City; C. D. Hilton, KGLO, Mason City; Robert Redeen, WOC, Davenport.

Wisconsin: Jack Kelly, WEAU, Eau Claire; Lew Martin, WDSM, Superior.

Decca Dividend

DIRECTORS of Decca Records, Inc., have declared a quarterly dividend of 25 cents per share on the 776,650 outstanding shares of capital stock, payable March 28, to stockholders of record March 11.

Egyptian Radio

THE EGYPTIAN Government has moved to end the contract of the British firm that operates the Egyptian State Broadcasting System, according to a *New York Times* dispatch. Marconi Radio Telegraph Co. of Egypt, a subsidiary of Cable & Wireless Ltd., a British Government monopoly, holds the contract for the system's operation. Expiration date of the Marconi contract is Dec. 31, 1949, says the *Times*.

THOMAS CRABBE DIES; DURSTINE EXECUTIVE

THOMAS MACKAY CRABBE, 41, a vice president of Roy S. Durstine Inc., New York, died on Feb. 15 at St. Joseph's Hospital, Far Rockaway, Queens, N. Y., after a two months' illness. He was a resident of Hewlett, L. I., N. Y.

Before joining the Durstine agency over two years ago, Mr. Crabbe was assistant advertising manager of Colgate-Palmolive-Peet Co., and prior to that served with BBDO, New York, for 15 years.

Surviving are his wife, Idoline Watts Crabbe, a daughter, Idoline Crabbe, a son, David Crabbe, and his mother, Mrs. Robert Gould.

Field, Merchant Named Executives in Radio Firm

KEITH S. FIELD, former manager of WPOR Portland, Me., and prior to that commercial manager of WHEB Portsmouth, N. H., has been named general manager of WENE Endicott, N. Y. He will also supervise radio interests of James H. Ottaway, president of Empire Newspapers-Radio Inc., licensee of WDOS (FM) Oneonta, N. Y., WENE and with radio interests in Stroudsburg, Pa. WENE is expected to begin broadcasting July 1.

In a similar position, but in the engineering field, J. Harold Merchant has been named engineering supervisor for the Empire Newspapers-Radio Inc. Mr. Merchant was formerly transmitter engineer at WNBF Binghamton, N. Y., and has been identified with technical broadcasting since 1935.

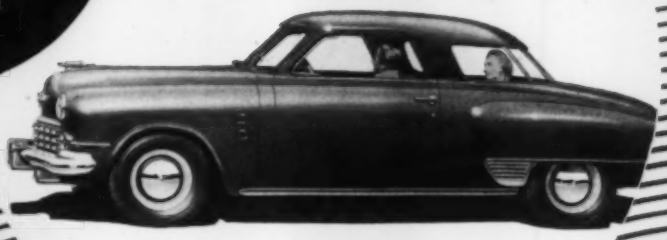
Rouda Is Vice President

PHILIP ROUDA, of the Chicago office of Bozell & Jacobs, in charge of radio and motion pictures, has been elected a vice president. Mr. Rouda joined the agency three years ago after being with the AAF.

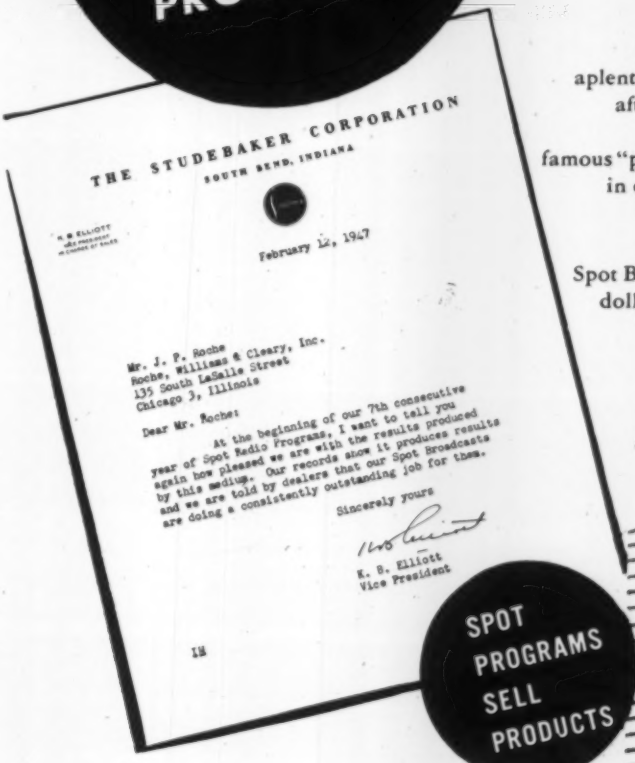
Ban Called 'Invalid'

COMMENTING on action of New York apartment house owners forbidding installation of television receiving antennas, J. R. Poppele, president of Television Broadcasters Assn., said he believes reasons for the ban are "invalid in most respects, due to a lack of understanding." Situation is comparable to that in radio's early days, he said, when landlords protested radio antennas on rooftops. Television soon will find a solution to the problem as radio did then, he declared, stating that a TBA committee of affiliate members already is at work on it. Meanwhile he urged landlords to reconsider their action. It is unfair, he said, to deprive people of television service they want just because they happen to live in multiple dwellings.

Studebaker builds national sales with



locally produced SPOT RADIO PROGRAMS!



THE STUDEBAKER CORPORATION
SOUTH BEND, INDIANA

February 12, 1947

Mr. J. P. Roche
Roche, Williams & Cleary, Inc.
135 South LaSalle Street
Chicago 3, Illinois

Dear Mr. Roche:

At the beginning of our 7th consecutive year of Spot Radio Programs, I want to tell you again how pleased we are with the results produced by this medium. Our records show it produces results and we are told by dealers that our Spot Broadcasts are doing a consistently outstanding job for them.

Sincerely yours

R. S. Elliott
Vice President

SPOT PROGRAMS SELL PRODUCTS

● *Locally Produced* Spot Radio Programs add power aplenty to Studebaker advertising. Here's the proof: Week after week Studebaker has used local talent news broadcasts to sell used cars, Studebaker service and the famous "postwar car." They've watched the enthusiasm of dealers in every market. They've carefully checked costs against nation-wide results. And then they've continued this successful medium *year after year.*

Spot Broadcasting gives Studebaker the flexibility that makes dollars travel farther. The choice of 5-, 10-, or 15-minute programs matches budgets to markets precisely. And effectiveness is increased through free choice of stations and times with *pre-tested* audiences.

Let your John Blair man show how this modern medium can work for you. His radio and merchandising experience are yours for the asking.

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

This advertisement, appearing also in FORTUNE *Magazine for April, is one of a* FORTUNE *series published in the interest of Radio Stations represented by John Blair & Company.*

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

WOC

'Over 10,000 Quad-City Family Contest - Entrants write, "WOC-NBC programs are BEST!" Want details?

QUAD Cities

DAVENPORT, ROCK ISLAND
MOLINE, EAST MOLINE

Since 1942, Hooper surveys have shown that only WOC delivers the Quad-Cities . . . the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.

5,000 Watts, 1420 Kc.
Basic NBC Affiliate

B. J. Palmer, President
Buryl Lottridge, Manager

WOC

DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

MANAGEMENT

J. R. HEATH, president of Sun Country Broadcasting Co., Phoenix-Tucson, Ariz., and **DICK GILBERT**, program director, have been elected to membership in Twenty-Year Club of Radio Pioneers of which H. V. Kaltenborn is president. Club will have first meeting in New York to create formal organization with officers and committees.

Mr. Simpson

WILLIAM L. SIMPSON, sales manager of KPRO Riverside, Calif., has been appointed manager of station.

A. L. ASHBY, NBC vice president and general counsel, has been appointed chairman of radio division of New York Legal Aid Society in its 1947 drive. This year society is asking for $200,000 in order to continue to provide free legal advice and representation to those who would otherwise not be able to afford services of an attorney.

FRED LYNDS, new owner and former manager of CKCW Moncton, N. B., has been in Toronto on business trip to see advertising agencies.

CLARENCE GARNES, assistant manager of KRIG Odessa, Tex., recently addressed speech class of Odessa Senior High School on subject "The Would Be Broadcaster."

GENE O'FALLON, general manager of KFEL Denver, has been named radio chairman for Rocky Mountain Area observance of National Brotherhood Week by National Conference of Christians and Jews.

BOB ALBURTY, general manager of WHBQ Memphis, has been elected chairman of local advisory board of Salvation Army.

WALTER C. EVANS, vice president of Westinghouse Electric Corp. in charge of radio operations, is undergoing treatment for jaw infection resulting from tooth extraction several years ago.

LLOYD E. YODER, general manager of KOA Denver, has been named to head Denver American Red Cross Fund Campaign.

Wells F. Bruen Promoted; Becomes WINZ Manager

PROMOTION of Wells F. Bruen, a member of the sales staff of WINZ Miami-Miami Beach-Hollywood, Fla., to the general managership of the station has been announced by Jonas Weiland, WINZ president. Before joining WINZ Mr. Bruen was with WCKY Cincinnati.

Additions to the WINZ staff include Cy Newman and Mrs. Mary Dudley. Mr. Newman, formerly general manager of WJBW New Orleans, will handle sales and sports and will serve as publicity director. Before joining the New Orleans station, Mr. Newman managed WSSV Petersburg, Va., which is associated with WINZ. Mrs. Dudley, formerly traffic manager of WFTC Kinston, N. C., has transferred to a similar job in the Hollywood studios of WINZ.

Video Developments

LATEST developments in the filming and use of 8mm and 16mm movies for television will be discussed at the 61st semi-annual convention of the Society of Motion Picture Engineers, to be held April 21-25 at the Drake Hotel, Chicago.

Radio Libel Statute Passed in Wyoming

Stations Are Protected Unless Carelessness Is Shown

PROTECTION from libelous statements, unless it can be shown the station has failed to exercise due care in preventing broadcast, is provided by a law enacted in Wyoming. The bill was introduced, passed both houses of the Legislature and was signed in a two-week period.

Under the law, which is identical in text with a bill introduced in Colorado [BROADCASTING, Jan. 27], stations are not liable for remarks made by political candidates where censorship is prohibited by law. Active in its introduction were State Senator Robert E. Carroll, KWYO Sheridan; William Garlow, KODI Cody; Harold L. McCracken, KVRS Rock Springs; William C. Grove, KFBC Cheyenne.

Statement explaining the need for libel protection was submitted to legislators by Wyoming stations. Text of the bill was submitted to the stations by Hugh Terry, NAB 14th District director, who has sponsored the Colorado bill, favorably reported by a House committee.

Wyoming newspapers have been unsuccessful in the last two Legislatures in their efforts to obtain passage of a newspaper libel law.

Advertising Council Wins Praise of War Secretary

A CHANGE in the peacetime attitude of Americans toward the Regular Army is reflected in a letter from Secretary of War Robert Patterson to the Advertising Council.

Secretary Patterson gives much credit to the Council for the public's increased respect for the peacetime soldier. The Advertising Council after the war conducted an Army prestige campaign prepared by N. W. Ayer & Son. Advertisers, newspaper and magazine publishers, radio networks and stations gave generously to the support of the campaign.

The Adjutant General recently presented the Advertising Council with a commendatory scroll for its service in coordinating the Army prestige campaign.

Resumes Operation

WMGM New York, FM affiliate of WHN, resumed operation on Feb. 13 after having been off the air since Jan. 5 for installation of the four-bay Western Electric 54A Clover-Leaf Antenna together with a new three and one-eighth inch transmission line. The height of the supporting structure of the station's antenna was also increased to 600 feet above sea level. Station operates from 2 p.m. to 9 p.m. daily on 99.3 mc, Channel 57, with studios and transmitter atop the Palisades, Cliffside, N. J.

COMMERCIAL

WILLIAM P. MULLEN, formerly in charge of radio for New York office of Lennen & Mitchell, has joined Radio Sales, spot broadcasting division of CBS, as an account executive. Mr. Mullen previously was assistant general manager of WTBC Cumberland, Md.

DAVID N. SIMMONS, former sales and program director of KSJO San Jose, Calif., has joined San Francisco office of John Blair & Co.

ROBERT H. BOULWARE, of media department of Procter & Gamble Co., Cincinnati, March 1 will join WSAI Cincinnati as national sales manager. He has been with Procter & Gamble since 1937, in radio since 1940, interrupted by 3½ years' term of service in Navy during war.

Mr. Boulware

ARTHUR SIMON, former general manager of WPEN and WPEN-FM Philadelphia, has been appointed sales manager of WLIB New York. During the war he served as chairman of Radio Wartime Control Committee for radio industry and Office of Censorship.

ROBERT H. NEFF, commercial manager of WSPB Sarasota, Fla., has been elected to membership in Sarasota Club of Rotary International.

HOMER GRIFFITH Co., Hollywood, has been appointed national representative for KRKO Everett, Wash. in all states except Oregon and Washington. Station is represented in these states by **JOHN KEATING Co.**, Portland-Seattle.

HUGH BADER, announcer, special events, and promotion man for KBON Omaha, has transferred to sales staff of station. An army veteran, he was formerly associated with KNX Hollywood, KGVO Missoula, Mont., rejoining the staff of KBON after three years with the Army Air Corps.

LEO PALMER has been appointed assistant to auditor of KYW Philadelphia, replacing **FRANK DAVIS**, resigned. Mr. Palmer, recently discharged from the Navy, has been an employe of Westinghouse Co. since 1939.

T. F. ARNOLD, program director of WHBF Rock Island, Ill., has been named local sales manager.

HAROLD W. FULTON, assistant sales manager of WHO Des Moines, has been appointed sales manager. Other WHO appointments include **ROBERT H. HARTER**, as regional sales manager; **MAURICE E. McMURRAY**, sales promotion and local sales manager; and **LELA HAYES**, traffic manager.

Mr. Fulton

WCAW Charleston, W. Va., has appointed Universal Radio Sales as national sales representative.

RUSS BAER, program director of CKWS Kinston, Ont., has been appointed commercial manager. **GORD SWEETMAN** also has joined CKWS sales staff.

GERARD L. KIRBY, Army veteran formerly with WHDH Boston, and later with John C. Dowd Agency that city, has joined sales staff of WEEI Boston.

SYDNEY GAYNOR, general sales manager of Don Lee Broadcasting System, Hollywood, is contacting agency executives and clients in New York, Chicago and other eastern centers before returning to his desk in three weeks.

PAT ARMSTRONG has joined KWSC Pullman, Wash., as traffic manager.

ADAM J. YOUNG Jr. Inc., New York, has been named national representative for WKNE Keene, N. H.

JEAN MacGREGOR, daughter of **JOCK MacGREGOR**, production chief at WOR New York, has joined WSNY Schenectady, N. Y., as traffic manager.

GOAT SHEARING—KERR COUNTY

Giving You The Coat Off His Back

Ever own a tweed suit that didn't readily bag at the knees in the traditional tweed manner? If you have, then you already know something about mohair—for this quality commonly results from blending into such fabrics a modest percentage of that most versatile of fibres, the hair of the Angora goat.

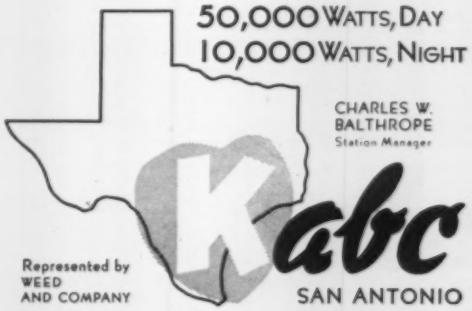
What you may *not* know is that a not-so-modest 74% of all mohair produced in the United States is grown within Kabc's primary service area, that rich Heart of Texas comprising 105 "king-sized" counties with 594,000 radio families.

As with your tweeds, the "mohair content" of the Kabc market contributes another important *plus* value for alert advertisers who use 50,000 watts on 680 kc to do a big job in a big state.

Write now for your copy of a comprehensive up-to-date *listener response study* which substantiates the fact that Kabc serves the largest daytime listening area of any Texas radio station.

THE ENGINEERS SAY "105,"
THE LISTENERS SAY "112"

The ½ millivolt contour shows Kabc delivering primary service to 105 counties, but a mail study (Nov. '46) shows 112 counties getting primary service!



50 KW ON 680 KC DOES THE JOB

No. 1,000,000

Miss Laverne Howell of Wheeling, W Va., an ardent Jamboree fan for the past six years, became the millionth ticket-holder at the theatre broadcast of the WWVA Jamboree on Saturday, February 8th.

In addition to receiving many gifts from Ohio Valley merchants and manufacturers, Miss Howell was presented with this giant-size admission ticket, which was personally autographed by all the Jamboree entertainers, and a complete set of recordings of the entire broadcast.

MILLION

PAID ADMISSIONS TO A BROADCAST?

Sounds incredible, doesn't it? Well, it's true! Yes, on February 8th, 1947, the one-millionth ticket for admission to the World's Original WWVA Radio Jamboree was sold to a happy fan. One million paid admissions to see as well as hear the most famous of Hillbilly radio shows!

In ten years of broadcasting from a theatre stage, the WWVA Radio Jamboree has been presented before one million fans! And if a million have come to see, it's quite evident that millions have tuned in ... and more and more are listening regularly every Saturday night.

See a JOHN BLAIR Man !

50,000 WATTS

W·W·V·A

WHEELING, WEST VIRGINIA

A FORT INDUSTRY STATION

Editorial

Price of the UN

NAMING of Byron Price as assistant secretary general of United Nations probably came as a surprise to his host of friends and former associates in journalism, radio, and, for the past year, in the motion picture industry. His acceptance of this important assignment as the U. S. member of the Secretariat is a natural, for we can conceive of no man better qualified for it.

There has been complaint about public apathy toward United Nations. Byron Price knows the American public as few men do, for he has spent practically all of his adult life as an editor, leaving the executive editorship of the Associated Press at the war's outbreak to become director of censorship. In that assignment he recruited and directed a staff of some 15,000 individual censors. He developed voluntary codes for press and radio, without a single hitch or untoward incident. He demonstrated a genius for organization and follow through.

As vice president of the Motion Picture Producers and Distributors Assn. during the past year, Mr. Price soon discovered the community of interest of press, radio and motion pictures. A few months ago he began carrying the torch for freedom of all media of expression. He told the NAB convention in Chicago last fall that "the power to license is the power to censor," and warned against encroachment upon radio's freedom through the licensing process.

Even though he was employed by the movies, Byron Price was performing effectively in behalf of radio and of the press in the freedom fight. With UN he will work on a broader front, for the destiny of all peoples—world freedom—is now his oyster.

You'll be hearing more about UN and about all freedoms with Byron Price on the job.

Chill Winds

THERE IS frequent reference in current radio literature, and in the statements of many who speak publicly on the subject, to the "advertiser's responsibility in broadcasting"—"to the Government's responsibility in broadcasting"—"to the public's responsibility."

Let's put this responsibility where it belongs.

The FCC licenses broadcasting stations. That having been done, its work is completed—until time for renewal every three years, or unless extenuating circumstances compel review. The FCC is not the licensee, and neither possesses the licensee's responsibility, nor even shares it.

The advertiser employs the facilities of broadcasting with one dominant purpose: to sell merchandise or service. The advertiser, in that capacity, neither shares the responsibility of the licensee nor has a purpose in so sharing.

Nor should any different reasoning apply to the advertising agencies, to the public, to the churches, to the state, or to any group.

The responsibility is the licensee's, and he should not only accept the burden but eagerly take it up. It is his alone.

This is the responsibility to offer by virtue of the franchise he holds the best that is in him to give. A responsibility of such high order cannot be shared, for then it ceases to be a responsibility, but rather becomes an empty chalice to be held to the lips of all who shout "Share it with me."

Here is a responsibility which should not be accepted, and certainly cannot be borne, by the timid or the weak. It is a high calling, and in its disposition lies a measure of the man who pursues it.

As it was once said, "Life always gets harder toward the summit—the cold increases, responsibility increases." And that is to be remembered as well. If you aspire to greatness and goodness in this calling or in any other, you'll feel on occasion the chill wind of criticism. And you should have the strength to withstand that, and the courage to face up in such trial to a full realization of your responsibility.

Let them say, and indeed it may be true: "He is getting rich as Croesus in the broadcasting business." Do we then pursue our course in this nation toward becoming poorer? And if there has been wealth as reward for the enterprise you showed in sponsoring an uncertain art, then you have in turn given wealth to those in your audience: wealth in entertainment and education and in all those aspects of living which torture the tongues of those who envy our culture.

Let them say that you fail in your public responsibility to improve the art. Let them say it and listen to them for their voices are important, but *make* them acknowledge that the responsibility is yours, unshared.

For if that is taken from you, you have lost your license and you should have lost it.

Hi, Neighbor

THERE'S WARNING aplenty for American broadcasters in an editorial appearing in the current issue of *The Printed Word*, a widely distributed Canadian publication. The editorial is entitled "New Threat to the CBC" and it leads off with this paragraph:

> There is a fairly strong agitation in the United States to have the radio stations and networks taken over by the Federal Government. Which goes to show that some people in that country don't know when they are well off.

The piece then notes that such a course in the U.S.A. would affect Canadian radio "for the Canadian Broadcasting Corp. cannot live on its license fees; it cannot live on revenue from Canadian advertising, because there simply just aren't enough Canadian advertisers big enough to create enough good programs for network broadcasting." Canadians listen, for entertainment, to the big, commercially sponsored U.S. programs, says the writer. He adds:

> If, before the United States take the fatal step, they look at radio in other countries, they will learn several things which should give them pause.
>
> First is that people prefer to listen to free radio, despite the commercial plugs, even the singing commercial; in many parts of Canada radio listeners prefer U. S. stations. Free radio belongs to free countries. Government radio has prevailed in all totalitarian countries. Government radio is subject to government propaganda, as witness the present series of programs in behalf of the Dominion Dept. of Labor. Government radio means that government appointees make the rules for broadcasting and interpret them. It means that a change of government brings a change in higher officials even if operating people are protected by civil service rules.

After condemning further the license system of broadcasting as against free radio, *The Printed Word* ends on this note:

> Junkets of members of the United States Congress are frowned on by editorial writers and other watchers of public men. But a junket to look into Canada's radio, and Britain's radio, probably would convince them that, if the United States must make a mistake in its radio policy, it won't be the same mistake made in this country or Britain.

We agree, but it is superfluous even to note that we do. We long have plead that those who want free broadcasting to continue in this country should study the developments in the nation of our neighbor to the north.

Our Respects To—

WILLIAM ALEXANDER McGUINEAS

A COMPLETE reappraisal of radio as an advertising medium must be made if broadcasters are to overcome the advertisers outlook on radio as a secondary tool in reaching the American people.

Until some system of accurately supplying the present unknown facts about size and type of audience radio commands this appraisal cannot be made.

This philosophy is the sum of more than a decade of radio selling on the part of William Alexander McGuineas, commercial manager of one of the nation's most audible voices, WGN Chicago.

Few people have made a greater impression on advertising in the midwest than "Bill" McGuineas, who in 1933 joined WGN as a salesman.

Bill McGuineas is an ex-Marine who came out of World War I with a sergeant's rating and a determination to get ahead in the world.

As a salesman he has sold farm equipment, furniture, trade advertising (*Printers Ink*) and radio. While he considers the others as valuable experience, Bill's favorite is his present profession. He takes more than an active interest in radio as it pertains to Chicago, and is chairman of a committee of the Chicago Radio Management Club.

He is convinced that Chicago offers unlimited opportunities to the advertiser for shows from the five network stations and that Chicago in the future will resume its place in the radio world. He is convinced that expensive programs that reach limited audiences will soon be replaced by programs that move merchandise.

As commercial manager of WGN he not only directs the station's sales department but works closely with Frank Schreiber, executive director of WGN Inc. in the overall management of the station. In 1935 Mr. McGuineas was put in charge of WGN's New York sales office, where he stayed until 1940. Of the two cities, Bill picks Chicago as the best proving ground for advertising experience.

Apart from the fact that he was born in Chicago (March 30, 1897) Mr. McGuineas likes the Windy City because it is still rough-and-tumble in spirit, sufficiently unsophisticated to gamble on new ideas.

Now married to the former Elizabeth Hawley (his first wife died in 1933) Mr. McGuineas is the father of three children, Marshall, 24; Bruce, 20; and Beth, 5. When the boys entered

(*Continued on page 52*)

From the Pacific Northwest
through the Port of Portland
go cargoes to All the World!
BULK GRAINS AND FLOUR
to devastated lands
HEAVY MACHINERY
to China, Africa, Australia
STEEL PLATES AND INGOTS
to South America
and the Mediterranean
FRESH FRUIT
to the Scandinavian countries
LUMBER, CANNED GOODS
to any land you name
In the Pacific Northwest, enterprising activity is characteristic of the Port of Portland . . . and KOIN

KOIN

A *Marshall Field* STATION

PORTLAND OREGON

CBS

AVERY-KNODEL, Inc., National Representative

Regional Boards to Act On Construction Appeals

REGIONAL Facilities Committees have been set up by Civilian Production Administration to speed action on appeals from denials of nonhousing structures, according to James T. Bray, director of CPA's Bureau of Construction & Field Operation. Heretofore appeals have been sent to Washington.

Construction project allowances will continue to be limited to a $50,000,000 weekly national average. Projects over $1,000,000 will still be reviewed in Washington. Regional appeals committees will be located in Boston, New York, Cleveland, Atlanta, Kansas City, Dallas, Los Angeles, San Francisco and Minneapolis.

New Time for Show

THE MBS *Meet the Press* program moves from the Friday, 10:30-11 p. m. period to a new time, 10-10:30 p. m., effective Feb. 28. Phillips Carlin, MBS vice president in charge of programming, announced that the program was moved ahead one-half hour "to permit a more expanded listening audience for this Mutual public service feature." *Spotlight on America*, formerly heard in the Friday 10-10:30 p. m. spot, has been discontinued by the American Transit Assn., which has started sponsorship of the MBS *Bulldog Drummond* series on Fridays, 9:30-10 p. m. A dance band will be heard 10:30-11 p.m. Friday.

HERE IS the artist's conception of the future home of KTSC and KTSC-FM Tucson, now being built at a cost of approximately $40,000. Architect for the two-story building is H. H. Green of Phoenix. Mr. Green is also designing studios and offices for Sun Country Network's headquarters in Phoenix, as well as additional Sun Country buildings for the firm's proposed stations at Flagstaff and Yuma.

To Drop Repeat Show

R. J. REYNOLDS Co., Winston-Salem, N. C. (Camel cigarettes), sponsors of *The Bob Hawk Show*, Mon. 7:30-8 p. m. and the repeat at 10:30-11 p. m. on CBS, may drop the 7:30-8 p. m. period and broadcast the show only in the later spot, it was reported last week.

Emerson Price Cut

REDUCTION from $49.95 to $39.95 in its leading portable radio model was announced last week by Emerson Radio & Phonograph Corp., New York. President Benjamin Abrams expressed hope that by widening the consumer market and stepping up production it will be possible to maintain the low figure.

Ad Club Elects

WALTER VAN de CAMP, head of California Adv. Agency, and Thomas H. A. Lewis, vice president and director of radio for Young & Rubicam Inc., have been elected president and vice president respectively of Hollywood Ad Club. C. Burt Oliver, Hollywood manager of Foote, Cone & Belding, was elected secretary, with Ernie Belt, national advertising manager of *Hollywood Citizen-News*, treasurer.

Respects

(*Continued from page 50*)

the service there was no question in their minds which branceh they would choose. Both became Marines.

Mr. McGuineas believes radio's biggest job is to convince food, drug and other industries that it is a mature, firmly established medium, fully capable of competing with newspapers and magazines; that its acceptance by the public is not happenstance or based on the romance associated with the invention of a new art form.

How can the job best be undertaken? Through creative selling, an idea with which all WGN salesmen under Mr. McGuineas are indoctrinated. Creative selling to Mr. McGuineas means the union of the right product with the right time period and the right program material to attract the particular audience sought by the radio user.

Radio's failing, he believes, is the willingness to sell time for the sake of a good showing on the monthly report. As evidence he points to the mercuric use of radio by large and small advertisers as a quick means of testing and sampling, without regard for the far more important task of creating and holding public demand for the product advertised. This type of selling, he says, is the means of creating new advertising appropriations.

The McGuineas' live in Wilmette, where he spends his leisure time trying to reduce an 11 handicap at the North Shore Golf Club.

Texarkana is a major distributing point to 359,000 people in the Four States Area of Northeast Texas, Southwest Arkansas, Southeast Oklahoma and Northwest Louisiana.

Population made prosperous from manufacturing, lumber, live stock, cotton, oil, grains, fruits, and vegetables. For detailed information write—

KCMC and KCMC-FM

Texarkana, U.S.A.

Frank O. Myers, Manager

National Representatives:
Taylor-Howe-Snowden Radio Sales

ALLIED ARTS

MORRIS SOBIN, associated with Olympic Radio & Television Inc., New York, since 1942, has been elected vice president and treasurer of company.

LARRY ROTHMAN has announced opening public relations and advertising office in the May Bldg., Fifth and Liberty Sts., Pittsburgh. He has been associated with Public Relations Research Service, that city, as account executive and advertising coordinator.

MELVIN A. PROTTAS, formerly with Stern & Co., Hartford, Conn., has joined Emerson Radio and Phonograph Corp., New York, as company sales representative in New York State territory.

J. T. DALTON, manager of distribution of radio division of Bendix Aviation Corp., Baltimore, has been appointed general sales manager for radio and television. He succeeds **L. C. TRUESDELL,** resigned.

HAROLD B. DONLEY, manager of Home Radio Division of Westinghouse Electric Corp., has been released from Mansfield General Hospital, Mansfield, Ohio, where he has been recovering from injuries sustained in automobile accident last October.

JOHN WILEY & Son, New York, publisher of books on radio and electronics, has issued booklet giving brief description and price listings of radio books.

WALTER A. WEISS, associated with Sylvania Electric Products, New York, since 1941, has been appointed supervisor of quality control for Radio Tube Division.

D. J. FINN, renewal sales manager of RCA Tube Dept., Harrison, N. J., has been named general sales manager of RCA Victor Record Dept.

TELEVISION ADVERTISING PRODUCTIONS, Chicago, recently formed by **ARDIEN RODNER, NORMAN LINDQUIST** and **DON FAUST** [BROADCASTING, February 3], will have headquarters at 360 N. Michigan Ave.

DON ROSS, former publicity and promotion director of KFWB Hollywood, has joined Hal Styles School of Radio, Beverly Hills, as director of advertising and promotion.

SACKETT & PRINCE Television Productions, New York, is opening Hollywood offices with **RUTH BRUMMER** in charge. She was formerly with WLIB and WNEW New York.

War Devices Index

INDEX to reports on wartime technological developments in the United States, Germany and other countries with some 45,000 cross references, has been published by the Office of Technical Services, Dept. of Commerce. It lists hundreds of electronic devices covered by CTS reports, which have been listed weekly in a bibliography. The index may be obtained from the Superintendent of Documents at 50 cents a copy.

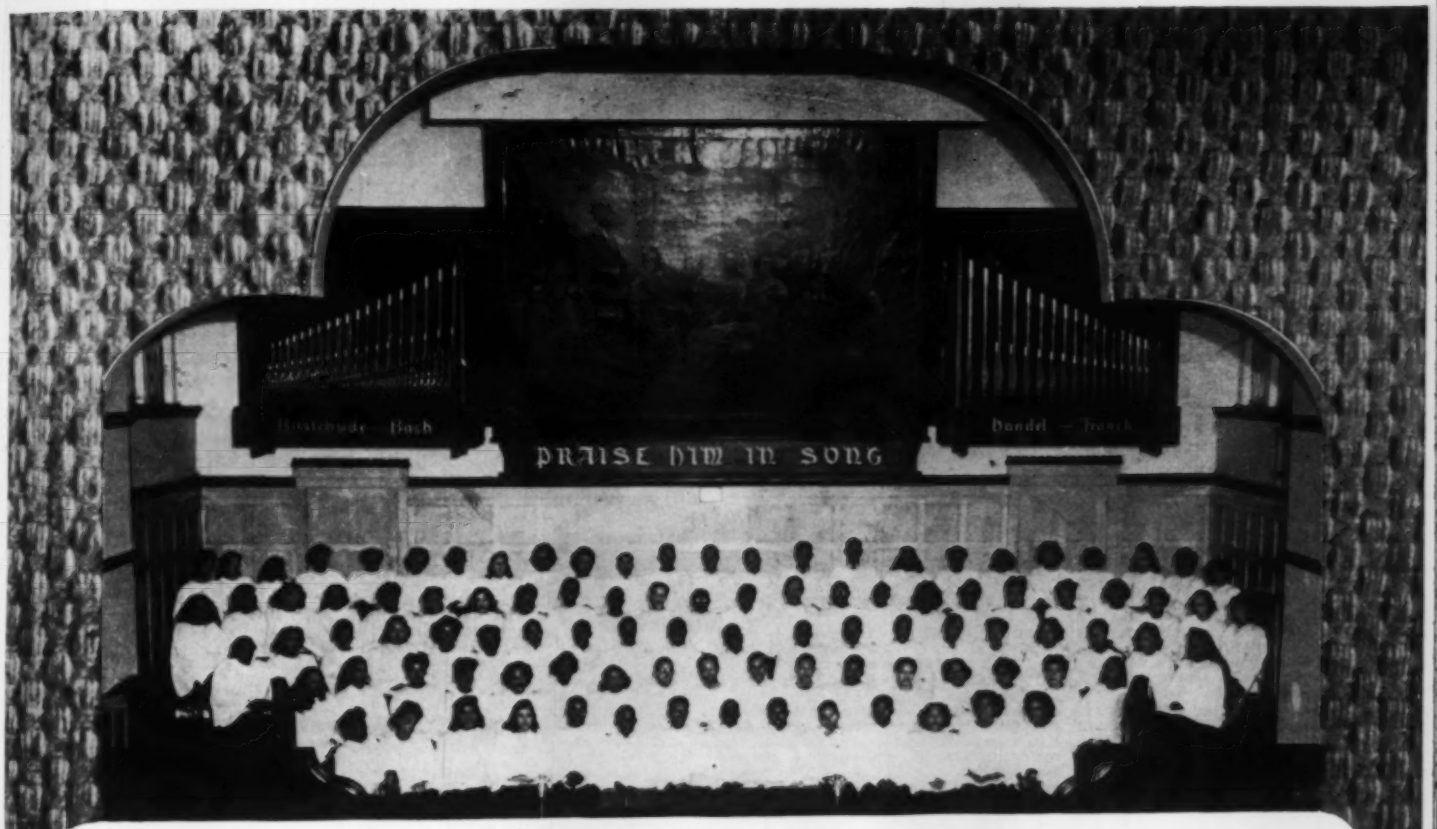
EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA

WCAX
BURLINGTON

VERMONT'S
ONLY CBS
STATION

SOON
5000
WATTS

1000 WATTS • FULL TIME



NOT FOR SALE

A HUNDRED VOICES, rich with a proud tradition, the Fisk Choir is heard every Sunday night at 10:15 over WSM. For 80 years music critics have been extravagant in their praise of these singers. And in its own section of the country, this internationally famous group is not without honor—it is a favorite with the 5 million people in the WSM coverage area.

That is why the Fisk Choir occupies a featured spot on our best Class "A" time, tagged with a sign, *Not For Sale.*

Believing service to our listeners should precede all considerations, we work continually to preserve a balance of radio fare that will always be *The Best in Broadcasting.*

WSM — Air Castle of the South — 650 KILOCYCLES — 50,000 WATTS — NBC AFFILIATE — CLEAR CHANNEL

HARRY STONE CO., N.Y.C.

THORNTON & DUNTON, CHICAGO

EDWARD PETRY & CO., National Representatives

NASHVILLE

AGENCIES

MICHAEL J. MADAR, vice president in charge of production of Lennen & Mitchell, New York, has been elected to board of directors. He has been associated with firm since 1928.

HARRY SPEARS, director-producer and former television director of Biow Co., New York, Feb. 14 resigned.

ROBERT J. McANDREWS, advertising and promotion manager of NBC Western Division, March 1 will join Young & Rubicam, Bureau of Industrial Service, Hollywood. Mr. McAndrews has been associated with NBC for 11 years. In his new capacity, he will be in charge of audience promotion division of bureau under direction of **MILT SAMUEL,** head of department's western activities.

Mr. McAndrews

C. L. MacNELLY, formerly with Morse International, New York, has joined Doherty, Clifford & Shenfield, New York, as assistant account executive in Bristol-Myers unit.

SYLVAN TAPLINGER, vice president in charge of radio for Weiss & Geller, New York, resigned effective Feb. 21.

ALEXANDER STRONACH, program manager of Young & Rubicam, New York, Feb. 14 resigned.

S. S. LARMON, president of Young & Rubicam, New York, is in Mexico studying industrial development of that country and will visit agency's Mexico City subsidiary. He will return to New York about March 10.

GLENN A. BABCOCK, former advertising manager of Talon Inc., has joined Owen & Chappell, New York, as account executive.

MICHAEL F. MAHONEY, who has directed outstanding accounts in automotive, electrical, radio and packaged goods fields, has returned to Maxon Inc., New York, as vice president, to head expansion of agency's eastern operations. He was formerly associated with Maxon for 12 years.

ANNE R. BELMAN, former account executive at Williams Adv., New York, has been appointed vice president of Ray Austrian & Assoc., New York.

WILL B. PRESBA, vice president of Presba, Fellers & Presba, Chicago, has been elected president to succeed his father, **BERT S. PRESBA,** who continues as treasurer. **MARQUIS M. SMITH** has been named vice president and also will maintain his present position as radio director. **RICHARD ERNST** has been appointed art director.

MURIEL WEITZEN, former copywriter at Benton & Bowles, New York, has joined Lawrence, Boles, Hicks, New York, in similar capacity. **MILDRED DEMBY,** former traffic contact at Abbott Kimball Co., New York, has joined agency as traffic director.

ALBERT A. KOHLER, former space salesman at Sports Magazine, New York, has joined Kieswetter, Wettereau & Baker, New York, as account executive.

AURELIO PEGO, former counsellor-copy-writer-media expert in Grant Advertising's international division, has joined Robert Otto & Assoc., new export advertising agency, New York, as copy chief.

CARROLL CARROLL, executive of Ward-Wheelock Co., Hollywood, is in New York for two weeks conferring with agency officials.

S. U. FRANKE, former merchandising and advertising manager of Shell Ranch, Indio, Calif. (dates, citrus products), has been appointed merchandising director of John F. Whitehead & Assoc., Los Angeles.

JERRY TOLAND, former sportscaster for Douglas Oil Co., Clearwater, Calif., has joined Ernest N. George Co., Los Angeles, as account executive.

VIRGINIA WATERS, former promotion manager and copy writer of WING Dayton, Ohio, has joined McCann-Erickson, Los Angeles as copy writer.

RALPH CARSON Adv. and **MURRAY-DYMOCK Co.,** Los Angeles advertising agencies, have merged with name changed to Murray-Dymock Inc. and offices continuing at 3305 Wilshire Blvd. Telephone is Federal 1161. **RALPH CARSON** has been named vice president and general manager. **W. D. FORSBERG** is production manager with **ERIS NEAL,** space buyer. **PAUL LEVINE** has been appointed art director, and **PAUL FULLER,** account executive.

W. A. SAWYER Adv., Portland Ore., April 1 will open office in Seattle. **ROBERT McANULTY** has been named account executive for agency.

ROBERT I. PREIS, formerly with Dancer-Fitzgerald-Sample, Chicago, has joined Potts-Turnbull Co., Kansas City, Mo., as account executive.

E. G. NAECKEL, partner of L. W. Ramsey Co., Davenport, has been elected president and treasurer of agency, succeeding the late **L. W. RAMSEY.** He will assume general management of firm. Mr. Ramsey and Mr. Naeckel founded agency in 1921. Other new officers of firm are **A. C. NAECKEL,** executive vice president and secretary, and **W. J. HENDERSON, G. E. BISCHOFF** and **A. M. WALGREN,** vice presidents.

Mr. E. G. Naeckel

LAURENCE R. ROSENBAUM, formerly on editorial staff of Fur Age, New York, and previously with Doherty, Clifford & Shenfield, that city, has formed his own advertising agency, Laurence R. Rosenbaum Co., with offices at 18 East 41 St., New York.

JOHN C. APPLETON, formerly with Esquire Magazine, has joined Grey Adv., New York, as assistant account executive. **RUTH HAUSMAN,** formerly in advertising department of Gimbels Department Store, New York, has joined agency's copy department.

KIRBY KATZ, formerly with Biow Co., New York, and previously promotional man and assistant managing editor of The Leatherneck, magazine of U. S. Marines, has joined Philadelphia office of Hutchins Adv. Co., as an account executive and member of creative staff.

WILLIAM MURRAY, formerly with traffic department of J. Walter Thompson Co., New York, has joined Ted Bates Inc., that city, in similar capacity.

STANLEY ROWEN, formerly in production department of Blaine-Thompson Co., New York has joined Stuart Bart Adv., New York, as an account executive in retail division.

DOROTHY VERRILL, former director of advertising for Elizabeth Arden, New York, has joined copy department of Lennen & Mitchell, New York.

BEN J. GREEN, former radio director of H. W. Kastor & Sons, Chicago, has joined Arthur Meyerhoff & Co., that city, in similar capacity. He succeeds **KEN ROBINSON** who has been named account executive. Agency plans to expand radio department.

Mr. Green

JOSEPH P. BROWN and **JOHN P. STREET,** account executives of Hart-Conway Co., Rochester, N. Y., have been elected vice president and secretary, respectively. **HAROLD B. KENNEDY,** vice president, has been elected executive vice president.

GEORGE J. WALSH, former account executive with John A. Finneran Inc., New York, has been elected a vice president.

ARTHUR SCHLEMER, after two year absence, has returned to Associated Adv., Los Angeles, as art director.

WALTER H. CONWAY, formerly with Garfield & Guild, San Francisco, has joined Leon Livingston Adv., that city, as copy writer. **JAMES MILTON,** account executive, has been transferred to Livingston's New York office.

CHESTER ROBERTS, former divisional advertising manager of Abraham & Strauss, Brooklyn department store, has joined Morton Freund Adv., New York, in an executive capacity.

CHARLES R. SCHUMACHER, formerly with House & Garden Magazine, New York, has joined Picard Adv., New York, as an account executive.

HOWARD E. SANDS Jr., AAF veteran and formerly with Allen B. Wrisley Co., Chicago, has joined Charles Dallas Reach Co., Newark, N. J., as an assistant account executive.

SIDNEY FINGER Jr., formerly with Kieswetter, Wetterau & Baker, New York, has joined Federal Adv., New York, as account executive.

LAURENCE H. BROWN, Army veteran, has joined George H. Gibson Co., New York, as copywriter and assistant account executive.

WALTER O'MEARA, special consultant to J. Walter Thompson Co., is author of a book titled "The Trees Went Forth," published Feb. 20 by Crown Publishers, New York.

GEORGE LARUE, formerly on the sales staff of KGO San Francisco, has joined Long Adv. Service, San Francisco, as sales representative.

DOROTHY DeDOYARD, formerly with promotion of St. Louis Star-Times and KXOK St. Louis, has been named production manager of Palan Adv. Co., St. Louis.

RUSSELL L. FRADKIN, former space representative for New York Trade Publications, has joined Seidel Adv., New York as an account executive.

NORMAN RONSTED, former production manager of American Colortype Co., has joined Schwimmer & Scott, Chicago, as production manager.

LEWIS LEDERER, formerly in advertising department of Thrifty Drug Co. (Southern California chain), has joined Robert F. Dennis Inc., Los Angeles, as account executive.

TERRY BRADY, formerly of Boyd Adv., Los Angeles, has joined radio department of Dan B. Miner Co., that city.

WALTER BLAKE, account executive of McCann-Erickson, New York, on Enterprise Productions Inc. account, is in Los Angeles for advertising conferences with film company executives.

KENYON & ECKHARDT, New York, is distributing reprints of Henry Reichhold's article, "Symphony Sponsor Explains Why," which appeared in BROADCASTING Feb. 10.

RICHARD KREUZER, formerly with Albert Frank-Guenther Law, New York, has joined production staff of San Francisco office of Kudner Agency.

Plans Video Station

HAWLEY BROADCASTING Co., Reading, Pa., owner of WEEU, has been granted a small tract of land by the Reading City Council, on which company plans to build a television station. Site is located on the summit of Mt. Penn and is considered the highest and best for television from New York or Philadelphia. Land grant is for 10 years.

"IBCing you" . . . in INDIANAPOLIS

Was It Audacity...

..or Just Our Perspicacity?

When "WIBC Coffee Shop" was introduced as an 8:15-8:45 a.m., Monday-through-Friday live talent show—competing with you-know-who—some folks thought our venturesome, fools-rush-in spirit had got the best of us. But it turned out to be a pretty solid job of crystal-gazing because this half-hour of highly informal music, "drama" and homespun hilarity has not only hit a high "Hoosierating" . . . but has also won that supreme accolade which is the proof of every radio pudding—a sponsor! Here is but one of many program plums which the largest live talent staff in Indianapolis has created for advertisers and can create for you. Ask your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC

1070 KC

5000 WATTS

BASIC MUTUAL

The INDIANAPOLIS NEWS Station

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

(On the Air About April 1st)

WORLD'S BIGGEST TEXTILE MILLS

If Memphis is On Your Mind

. . . WE HOPE THESE FACTS LINGER

MORE LISTENERS PER DOLLAR IN MEMPHIS

HOOPER STATION LISTENING INDEX

CITY: MEMPHIS, TENN. — City Zone — MONTHS: DECEMBER, 1946-JANUARY, 1947

Total Coincidental Calls—This Period 18,686

SHARE OF AUDIENCE

INDEX	SETS-IN-USE	B	C	D	E	WHHM						OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17.2	13.3	23.0	19.9	20.2	23.3						0.3	2,659
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	21.2	16.3	10.0	17.5	36.5	19.5						0.2	4,579
EVENING SUN. THRU SAT. 6:00 PM-10:00 PM	33.6	8.8	12.6	29.4	34.2	14.6						0.4	7,218
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	25.8	18.8	9.9	20.4	27.2	23.5						0.2	1,552
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	19.4	15.7	12.3	23.2	17.9	29.5						1.4	2,678
TOTAL* RATED TIME PERIODS	24.0	12.9	13.2	23.4	30.8	19.2						0.5	18,686

The Hooper *"STATION LISTENING INDEX"* is computed from the total station mentions secured from the coincidental questions *"To what program were you listening, please?"* and *"Over what station is that program coming?"* asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are *"Not at home,"* those who are *"Not listening"* and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for *"Sets-in-Use"* computation is *"Total Homes Called."*

*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

The Code of Practice governing the use of *"CONTINUING MEASUREMENT OF RADIO LISTENING"* applies to this *"STATION LISTENING INDEX."*

SA-38

WHHM

Independent but not Aloof

MEMPHIS, TENNESSEE

Represented by
FORJOE & CO.

PRODUCTION

ALBERT CREWS, NBC Chicago production director, Feb. 21 left for Tokyo, Japan, where he will head Japanese and U. S. Army radio activities. [BROADCASTING Jan. 20]

HUGH HARPER has been appointed continuity director of WPEN Philadelphia. He formerly held similar position at WBCM Bay City, Mich. and KSCJ Sioux City, Iowa. Also added to WPEN writing staff is **FREDDIE KING**, former New England bandleader, who has been assigned to station's "Holiday Inn," daily musical open house show.

CLAIR STONE, former program director of WTAQ Green Bay, has joined announcing staff of WISN Milwaukee.

NORMAN CORWIN, CBS writer-director-producer, was presented with painting of destruction of Lidice by Dr. Juraj Slavik, Czechoslovak ambassador to the U. S., Feb. 18 at conclusion of Mr. Corwin's sixth CBS "One World Flight" broadcast.

ADELE HUNT, WPAT Paterson, N. J., director of women's activities, has been presented with Brotherhood of Children Award for 1946 for her "deep interest in the plight of European children and her unstinting efforts in their behalf."

CHARLES WOLFE, m.c. of daily musical clock program on WMFJ Daytona Beach, Fla., Feb. 15 married Ruth Dockrell of Daytona.

DEAN MOORE, former program director of KLOK San Jose Calif., has joined announcing staff of KQW San Jose.

TOM RUSSELL, former announcer at WTAG Worcester, Mass., and Army veteran, has joined announcing staff of WEEI Boston, replacing **JACK LAWRENCE** who left radio to go into business with his father. **STANLEY SHAW**, freelance actor-announcer, has joined WEEI on substitute schedule.

MAURIE WEBSTER, assistant production manager of CBS Pacific Network, and USNR lieutenant commander, is currently working with Los Angeles Public Information Officer. He will supervise all radio shows produced in interest of the Navy.

JIM PURSER, formerly of WCMI Ashland, Ky., and previously with WOMI Owensboro, Ky., has joined announcing staff of WCKY Cincinnati.

AL JARVIS, record m.c. of "Make Believe Ballroom" on KLAC Hollywood, will portray himself in Columbia Pictures film by that same title.

WALTER SMITH, music librarian of KYW Philadelphia, has been promoted to rank of Captain in Army Officers' Reserve Corps. He served with Army Ordnance Dept. during war.

GENE ROTH, staff announcer at KWSC Pullman, Wash., has been named music librarian as station prepares for larger musical library. **FRANK HAIGHT** has been named KWSC chief announcer, replacing **DICK ROSS**, resigned.

FLORENCE HALL has been named assistant to program manager of KRUX, new Phoenix station to begin operation March 1 on 1340 kc.

THOMAS H. HUTCHINSON, veteran video producer and author of "Here is Television," Feb. 21 addressed opening session of television production seminar. Friday evening course of Television Workshop, New York.

KEN CLINE, veteran radio announcer, has joined announcing staff of KOME Tulsa, Okla. **DICK CAMPBELL**, program director of KOME, received honorary "T" award from Tulsa U. in recognition of exceptional services to the University in 1946.

IRVIN E. DIERDORFF Jr., announcer at WCOP Boston, and **HELEN F. LARSON**, former WCOP traffic manager, have announced their engagement.

WHIO DAYTON has named Fred Brophy, veteran of 12 years in radio, chief announcer. Before joining WHIO in 1941 Mr. Brophy, who has specialized in news analysis, was with WKVB Richmond, Ind., and WLBC Muncie, Ind. During the war he was on leave of absence from WHIO for 43 months while serving with the Air Forces as an administrative specialist.

WALTER EMERSON, attorney for ABC Central Division, is recuperating from a broken knee bone. Injury occurred when he slipped on the ice.

BILL NADEAU has joined staff of CKGB Timmins, Ont. as librarian.

GEORGE SECORD, CBC artist, has been elected president of Radio Broadcasters Club of Winnipeg.

JOHN MOORE, formerly with CJIC Saulte Ste. Marie Ont., has joined announcing staff of CFCH North Bay, Ont.

JIM KIRKPATRICK, former program director of CKWS Kinston, Ont., has joined CKGB Timmins, Ont., in similar capacity.

GERALD E. BOWMAN, former head of special events division of ABC New York, and previously with INS, has been appointed program director of WWGP Sanford, N. C.

ROY PASSMAN, production manager of WTOP Washington, is the father of a boy born Feb. 7.

AL DONAHUE, orchestra leader, has joined KFVD Los Angeles, as m.c. on six weekly half-hour recorded program "Al Donahue's Music Shop."

INGRID SAMUELSSON, director of broadcasts on home and family for the Swedish Broadcasting Corp., Stockholm, Feb. 11 was a visitor in San Francisco and was interviewed on "Woman's Magazine of the Air" on KPO, that city.

LOU ROSKIN has joined announcing staff of CFRN Edmonton, Alta.

WALTER O'KEEFE, comedian, Feb. 24 replaces for two weeks **DON McNEILL** as toastmaster of ABC "Breakfast Club." Mr. McNeill leaves for vacation.

HARVEY HUDSON, announcer at WLEE Richmond, has been named program director.

DICK DOYLE, formerly with WELO Tupelo, Miss., has joined staff of WHBQ Memphis.

Video Tax Show

TO AID harassed taxpayers with their annual income tax problems, WNBT New York, NBC video station, will present two *Income Tax Quiz* telecasts on March 1 and 8. Experts of the Bureau of Internal Revenue will answer questions put by representatives of all major income brackets, using charts and tables to make their answers as simple as possible.

Owners of Maine Station Drop Plan to Get WHUM

PLANS of Oliver Broadcasting Corp., new owner of WPOR Portland, Me. [BROADCASTING, Feb. 10), to acquire WHUM Reading, Pa., were reported last week to have been abandoned.

Humboldt J. Greig, ABC sales executive and president and 18.18% stockholder of WHUM, and Mrs. Greig have turned over their combined 20% interest in Oliver in adjustment of the WHUM ownership, and Mr. Greig and Robert McGee, WHUM vice president and general manager, have resigned as Oliver president and vice president, respectively.

Mr. McGee, who had no stock interest in Oliver, has acquired approximately 9% of WHUM stock from present owners for about $10,000, subject to FCC approval.

Mr. and Mrs. Greig's stock in Oliver was distributed among the remaining stockholders, whose present stock interests are as follows: Chester J. LaRoche, executive committee chairman, 20.4%; Henry Oliver Rea, vice president, 20.4%; Murray Carpenter, president and general manager, 16.98%; William S. Newell, board chairman, 9.45%; William H. Rea, secretary-treasurer, 5.5%; George Hahn, 10.77%; H. V. Blaxter, D. F. Frawley, and Henry O. Rea Jr., 5.5% each.

Both WPOR and WHUM are new stations, authorized last year. WPOR operates on 1450 kc with 250 w, while WHUM is on 1240 kc with 250 w.

"Keep listening WFDF Flint—maybe Hooper call us."

960
Paul H. Raymer Company Nat'l Rep.
WBRC
International News Service
NBC
NBC THE NETWORK MOST PEOPLE LISTEN TO MOST
WBRC FIRST IN BIRMINGHAM SINCE 1925
5000 Watts Day
5000 Watts Night
BIRMINGHAM, ALABAMA

You've heard what the Governor of North Carolina said to the Governor of South Carolina BUT have you heard what the Lt. Governor of North Carolina said when his prize dairy cow was lost? He called Radio Station WPTF and asked us to find the cow. A "cow lost" announcement was aired at 11:05 P.M. Next morning he had his cow. A farmer who had found a cow heard the announcement and like a typical WPTF listener he acted quickly.

Moral to time-buyers: You don't have to wait till the cows come home to find out who's the number one salesman in North Carolina, the South's number one state. Buy WPTF now.

WPTF 680 KC **50,000** WATTS **NBC** AFFILIATE

Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

A PAYING PROPOSITION

KLZ DENVER

Ask the Katz Agency

CBS 560 kc.

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

Only ZBM Covers Bermuda

ABC • MBS

National Representatives

JOHN BLAIR — United States

HORACE STOVIN — Canada

TECHNICAL

ALBERT C. GABLE, administrative assistant of Tube Division engineering of General Electric Co. Electronics Dept., has been appointed assistant engineer of the division. His headquarters will continue to be at Schenectady.

ALLAN RANEY and **JAMES McLEIOD** have joined engineering staff of KWSC Pullman, Wash. Station is now testing "dynamic noise suppressor," developed by Technology Instrument Corp., Waltham, Mass., to be used with transcriptions to "eliminate all surface scratching and remove the usual hollow base distortion without any sacrifice to the high frequencies."

FRED M. ANDREWS has been appointed chief engineer of WROL and WROL-FM Knoxville, Tenn. During the war he headed group in publications agency of Philco Radio Corp. preparing manuals for Signal Corps radar equipment.

ROBERT MORGAN, formerly with WFCI Pawtucket R. I., has joined engineering staff of WCOP Boston, as control room operator.

SONOCRAFT Co., New York, distributor for Presto Recording Corp., Altec-Lansing Corp., Brush Development Co., Rek-O-Kut Co., and Rocoton Corp., has formed research and consultation department to aid stations in installation and maintenance of all types of wire, tape and disc recording equipment.

RMA Engineers Warned

FCC asked RMA to warn industry's engineers against developing industrial apparatus to operate on frequencies reserved for communication and other purposes. Noting that recent hearing revealed industrial radio frequency equipment operating on approximately 1000 mc is being manufactured, FCC pointed out that 960-1215 mc band has been allocated to navigational aids. Manufacturers of new electronic equipment should consult FCC allocation table before initial selection of frequency, Commission said.

Discuss Syracuse FM

FM BROADCASTING in Syracuse was discussed at a meeting of 250 broadcasters, distributors and dealers Feb. 12 in the Syracuse Museum of Fine Arts. Meeting was held at the invitation of WFBL-FM, and featured the General Electric film, "The Story of FM," and talks by O. F. Soule, S. Woodworth, R. G. Soule and Neal Moylan, of WFBL-FM, R. N. Bruce, district representative of General Electric's receiver division, and D. E. Galloway, district representative of the Stromberg-Carlson Corp.'s receiver division. Among those present were representatives of dealers in Auburn, Cortland, Utica, Oneida and Oswego.

Moore Retires

W. FRANKLIN MOORE, vice president of BBDO New York, has announced his retirement from the agency and the advertising business as of March 31. He has been associated with the agency for the past 30 years, 25 of which he has served as an account executive. He plans a private life of recreation and travel.

NAMED station manager of WCTS, new Cincinnati FM outlet, is David G. Taft, member of family which owns WKRC Cincinnati, WCTS and the *Cincinnati Times-Star*. Mr. Taft joined WKRC in 1939, served with the Army in China-Burma-India theatre for two years, then returned to WKRC as a member of sales department. WCTS will start March 1 on Channel 245 (96.9 mc).

CAPT. CHARLES HORN WEDS MARY C. SCOTT

CAPT. CHARLES W. HORN, USNR, former director of research and development of NBC, was married in Washington last week to Mary Copeland Scott, specialist in the Office of Naval Communications. Mrs. Horn is a native of St. Louis, having attended St. Louis U. there and Georgetown U. in Washington, specializing in international economics.

The Horns will reside in Mexico City, where Capt. Horn has established a consulting engineering organization, specializing in communications, electronics and allied electrical lines. Among his clients is Emilio Azcarraga, owner of XEW and XEQ, Mexico City, and operator of Radio Programas de Mexico.

NEWS

JOHN RALEIGH has joined staff of news commentators and analysts of WCAU Philadelphia. He was formerly war correspondent for CBS and United Press during the war and is author of "Behind the Nazi Front" and "Pacific Blackout."

CHARLES SHAW, news commentator of WCAU Philadelphia and former CBS war correspondent, is the father of a boy, born Feb. 10.

BILL CAMPBELL, sports director of WCAU Philadelphia, March 8 leaves for Florida to cover training camps of Athletics and Phillies baseball clubs. His transcribed reports of local ball clubs and visiting teams will be flown back to Philadelphia for daily broadcast on his regular sports periods.

STEVE ROBERTSON, formerly with KPO San Francisco, has joined KROW Oakland, as night newscaster.

ROBERT WADSWORTH, ABC correspondent in Switzerland, is the father of a girl. Marianne Marjorie, born in Geneva, February 7.

JOSEPH ALSOP, newspaper columnist for New York Herald Tribune and other newspapers throughout country, Mar. 14-25 will substitute for **ELMER DAVIS**, ABC news analyst, on his ABC series Mon. through Fri. Mr. Davis leaves for 10-day vacation.

RALPH HOWARD, commentator on KPO San Francisco and former NBC war correspondent, has been awarded campaign ribbon of ETO and certificate of appreciation "for outstanding and conspicuous service overseas."

NEIL WALLACE, newscaster at WEEI Boston, and Navy veteran, has been awarded the Purple Heart for wounds incurred at Okinawa.

STAN MONCRIEFF, chief news editor of CKNW New Westminister, B. C., has rejoined Daily Province, that city, where he was employed prior to joining Royal Canadian Navy.

RAY HENLE, Mutual commentator at WOL Washington, in addition to present assignments, is now heard on MBS "All the News" broadcast, nightly at 11 p.m.

Surplus Reports

WEEKLY reports on surplus inventories of radio parts started last week by Radio Manufacturers Assn., based on stocks of RMA members. Reports will permit exchange of supplies by companies.

Messages

PRESS WIRELESS has applied to FCC for authority to transmit business messages as well as news for radio and press. Asking immediate FCC action, PW said proposed service would be specially useful at Foreign Ministers Conference starting in Moscow March 10.

NBC IN THE PACIFIC SINCE 1931

KGU HONOLULU

HAWAII'S FIRST STATION

FIRST IN YEARS

FIRST IN SERVICE

Affiliated with THE HONOLULU ADVERTISER · Represented by THE KATZ AGENCY, INC.

Again

KOMA selects *Western Electric*

New KOMA transmitter building located 9 miles south of Oklahoma City. Antenna pattern is circular in daytime, directional at night.

New Western Electric 50 kw AM transmitter and antenna line branching—phasing equipment installed at KOMA. That's Chief Engineer M. W. Thomas at the control desk.

Here's why...

When Station KOMA, Oklahoma City, stepped up from 5 to 50 kw recently, it was only natural that Western Electric was again selected. Since 1932, KOMA has operated a Western Electric 5 kw transmitter—*and has never been off the air once because of transmitter trouble!*

With its new equipment, KOMA's primary area will cover 70 per cent of the state.

If you're planning to build a new station or to increase your AM power, take a tip from KOMA—choose Western Electric for years of dependable, efficient operation.

For details, see your local Graybar Broadcast Equipment Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

— QUALITY COUNTS —

A NEW STATION
For a Greater
SYRACUSE

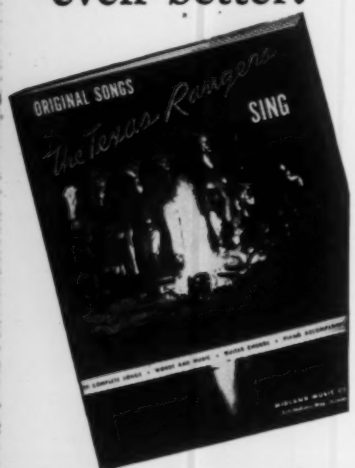
Syracuse is growing industrially, commercially and culturally. WNDR has been organized to serve this growing audience and to provide complete coverage of Greater Syracuse for advertisers. A staff with life-long merchandising experience planned its program schedule to fit the needs of the one million active buyers in its market —buyers with incomes well above state and national averages.

Owned and Operated by the
SYRACUSE BROADCASTING CORPORATION
Wilson Building, 306 S. Salina St.
Syracuse, New York.

National Representative:
Paul H. Raymer Company,
New York, Chicago, Detroit, San Francisco, Los Angeles, Boston and Atlanta.

WNDR
5000 WATTS
DAY AND NIGHT
1260 KILOCYCLES

Making *the best* even better!



Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

New Type of FM Antenna Developed for Home Use

NEW "Stratovision" FM antenna, named in honor of the experimental FM-television transmitting system utilizing airplanes, has been developed for home use by Westinghouse Home Radio Division, according to L. E. Septer, assistant sales manager. The antenna will retail at $9.95 and feature rugged construction, swivel-base for multi-position mounting and non-corrosive fixed elements requiring no adjustments.

Outdoor installations will be necessary in some rural areas to bring in FM signals, Mr. Septer said, and will be used also to increase power and range of receivers. The antenna is a dipole with two horizontal arms mounted mechanically to the mast to assure low loss factor. Aluminum masts and elements provide all-weather service. Swivel bracket permits installation on a flat or peaked roof, or on the side of a building.

AT&T Tests Approved

GRANTS to AT&T for five microwave relay stations between New York and Philadelphia for further tests of practicability of television program transmission, multi-channel telephone communications and other long-distance services have been announced by FCC. Authorizations, covering two terminal and three intermediate stations, are for experimental operation only. AT&T has similar grants for microwave chain between Boston and New York.

Ballantyne Honored

JOHN BALLANTYNE, president of Philco Corp., last week was awarded a Certificate of Appreciation by Lt. Col. Arnold T. Gallagher, commanding officer, Philadelphia Storage & Issue Agency, Signal Corps, for wartime services in directing development and production of radar for the armed forces. Philco is continuing its radar and electronic research for the Signal Corps, Mr. Ballantyne said. The certificate was signed by Secretary of War Robert P. Patterson, Lt. Gen. LeRoy Lutes, commanding general Army Services, and Maj. Gen. H. C. Ingles, Chief Signal Officer.

Walkie-Talkie Grants

FIRST experimental Class 2 grants in Citizens Radiocommunication Service—personal use of walkie-talkies and other portable two-way communications media—have been issued by FCC. CP's for one station with four units went to John M. Mulligan, Elmira, N. Y. radio engineer, to study propagation effects and other service factors in 460-470 mc band allocated for development of this service. Previous grants for CRS authorized Class 1 stations for testing equipment.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

FINLEY TRANSCRIPTIONS Co., New York has opened Los Angeles transcription production and sales unit, headed by **LARRY FINLEY**, president and general manager, at 747 S. Hill St. Telephone is Mutual 4879. In addition to production, firm has set up organization to handle national sales for "Flight With Music," variety show; and "Myrt & Marg," and also takes on sale of outside transcribed shows. Firm also has taken over West Coast distribution of television sets for Medco Radio and Television Co., New York.

FREDERIC W. ZIV Co., Cincinnati, in cooperation with National Red Cross Drive, has made without cost to sponsors, special spot announcements to be used March 1 through 31 on "Easy Aces," "Philo Vance," "The Wayne King Show," "The Barrywood Show," "Calling all Girls," and "Boston Blackie."

JOHN L. SINN, vice president of Frederic W. Ziv Co., Cincinnati, is back in company's New York office after several weeks at Hollywood office. **FREDERIC ZIV**, president of transcription firm, spent a week in New York conferring with Mr. Sinn upon his return from West Coast.

RHODA GOLDEN, business manager of U. S. Recording Co., Washington, March 1 resigns to marry **BERNARD M. ENGLEBERG**, former recording sales manager of company. **HARRY PENN** will succeed Miss Golden as business manager.

Renewals for Five

REGULAR RENEWALS of five AM station licenses were announced by FCC last Monday, and WGBF Evansville, Ind., was granted an extension of its present license to March 20, 1947. KELO Sioux Falls, S. D., was given renewal to Feb. 1, 1949, and the following were renewed to Feb. 1, 1950: WAML Laurel, Miss.; WEMP Milwaukee (auxiliary); WINX Washington (synchronous amplifier); and WEPM Martinsburg, W. Va.

Repeats Course

ROBERT J. BURTON, BMI attorney, is repeating his course in *Copyright and Business Practices* at New York's City College for another term, session opened Feb. 13. Course is given Thursdays, 6:50-8:30 p.m., at the college's branch at 430 W. 50th St. and is open to special students as well as those regularly matriculated at CCNY.

Fax Soon to be Important Medium, McEvoy Asserts

ALTHOUGH facsimile is still in laboratory stages, it may very soon be an important element in the broadcasting field, Newman F. McEvoy, media head of Newell-Emmet Co., New York, and president of the Media Men's Assn., New York, told a monthly luncheon meeting of the Advertising Women of New York at the Hotel Astor, New York, on Feb. 18.

Mr. McEvoy

Discussing "The Media Man's Job," Mr. McEvoy said that in the future the community facsimile radio station can become similar to the small town weekly newspaper and thus alter present standards of newspaper space buying.

WGNB Adds 5 Hours

WGNB, FM affiliate of WGN Chicago, will expand its broadcasting schedule to 12 hours daily effective March 1, Marion Claire, director of the station, announced last week. WGNB will add five hours of programs a day, broadcasting from 11 a.m. to 11 p.m. instead of from 3 to 10 p.m., the present schedule. G. William Lang, chief engineer of WGNB, after analyzing FM set distribution figures and the volume of response of listeners, has estimated the FM audience in the Chicago area as more than 200,000.

Discontinues

RICHARD E. GOEBEL, president of Pacific Coast Adv., San Francisco, announces that his company will discontinue business as of March 31. Effective March 1, J. Walter Thompson Co. will handle the advertising for Langendorf United Bakeries, Old Holmstead Bakery and California Baking Co. No announcement has been made as to disposition of other clients now being serviced by Pacific Coast Adv.

FARMERS

Prefer WIBW because we've served their interests for 20 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

WFBR LISTENERS

GIVE BING 20.8 RATING

Here's proof that Baltimore listener loyalty to WFBR gives WFBR advertisers a definite plus.

In figures just released—the Hutchins Company, agency for Philco—advises that WFBR gave Bing Crosby a 20.8 rating and 61.3% of the listening audience, during the first nine weeks.

This 20.8 rating was so much higher than the national rating that the agency wrote to ask what special type of promotion was used.

No special promotion. Just the regular loyal WFBR audience. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR

PROMOTION

HARRIET CROUSE, head of publicity for Don Lee Broadcasting System, has been named MBS coordinator of publicity in Hollywood. **MARCIA LEGERE** becomes publicity director of KHJ Hollywood and **JUNE WEEMS** log editor.

TOM PAPICH, research head of CBS Hollywood promotion department, has been named member of Los Angeles Junior Chamber of Commerce radio relations committee.

JEAN MEREDITH, assistant publicity director of CBS Western Division, has been named network's national magazine contact in Hollywood.

GENE FILIP, of WGN Chicago newsroom, has been transferred to public relations department.

NORMAN KNIGHT, former manager of WAJR Morgantown, W. Va., has joined MBS station relations department as field representative working out of New York.

Achievement Awards

CONTEST to pick drug associations which have made most outstanding achievements in 1947 has been started by WLW Cincinnati and will continue until Dec. 31. Two winning associations will receive award of $100 each and an accompanying plaque. One award will be made to association which has made most outstanding contribution in behalf of community it serves; other award goes to association whose activities during year have been most beneficial to its individual members. Drug associations in Ohio, Indiana, Kentucky and West Virginia are eligible for contest.

Listener Campaign

PROMOTION campaign to win new Omaha and Council Bluffs listeners has been started by KFAB Omaha. Media being used: two full showings (68 boards) of 24 sheet posters; two color newspaper copy; street car and bus cards; screen advertising. Bill boards use interchangeable panels, each featuring a KFAB program.

Radio Scholarship

WTCN Minneapolis has renewed for 1947 its radio scholarship to be awarded to a graduate of Minneapolis or St. Paul high school who shows unusual promise for field of radio writing or broadcasting. Award was first made by station in 1946 and offers to winner one year's tuition at U. of Minnesota or at any Minnesota liberal arts college. Nominations of candidates for scholarship may come only from high school principals.

CBS Promotion Piece

PROMOTION piece in form of small sized announcement similar to birth announcement has been mailed by CBS promotion department to agency executives, broadcasters, food company executives and advertisers. Tiny four page booklet, which features baby taking its bottle, is titled "Is Eating Important?", and states that "in 1946, for seven years running, more of this (radio) money was spent with CBS than with any other network."

Bob Hope Contest

PRIZES totaling $75,000 have been posted for contest starting March 18 on "Bob Hope Show," (Tues., NBC) to promote newest Hope-Paramount movie, "My Favorite Brunette," opening in 15 major cities in March. Details of contest to be disclosed by Mr. Hope on March 18 broadcast.

Sports Posters

WPEN Philadelphia distributed 1,000 posters, containing photo-montage of sports star guests scheduled to be heard on station during the month of February, to public, parochial and private schools throughout metropolitan area. Sports stars are scheduled for appearances on WPEN "Sports School." Programs and posters, which will be prepared each month, are distributed to classes in grades 6 to 12 for posting on bulletin boards and in classrooms.

'Ladies Be Seated' Promotion

EIGHT PAGE advertising section in Eagle-Tribune, Lawrence, Mass., and full and half-pages of illustrations in Daily Item, Lynn, Mass., and Evening Gazette, Haverhill, Mass. were used by WLAW Lawrence in promoting Johnny Olsen and his "Ladies Be Seated" ABC broadcasts from the three communities. Fred A. Sullivan, WLAW public relations director, directed promotional activities and arrangements for all broadcasts, including supporting shows by WLAW talent.

Discarded Music

MUSIC Dept. of WJR Detroit, is shipping orchestrations and vocal arrangements no longer used by station to Louisiana State Penitentiary, Angola, La., in response to request for discarded music from director of prison orchestra.

Paper Bag Imprints

IMPRINTS on paper bags used in record counter sales have been made by Record Dealers Assn. of Philadelphia, calling attention to association's "Premiere Performance," record program on WPEN Philadelphia. Campaign is part of cooperative promotion agreement now in effect between station and association. Program consists of advanced record releases supplied by dealers.

FM Booklet

BOOKLET describing advantage of FM radio from listener's viewpoint has been prepared by General Electric Co., Syracuse, N. Y. for use by broadcasters. Cover of eight-page booklet provides space for imprint. Booklet is being offered for sale in quantities at cost.

Law Endorsement

OFFICIAL endorsement of ABC network program, "This Is Your FBI," heard over KRNT Des-Moines, has been obtained by Bill Hippee, KRNT merchandising manager. Endorsements have been received from City Council of Des Moines, Police Chief C. A. Brophy, and Polk County Sheriff H. G. Ruppert, commending show for its fight against crime and juvenile delinquency.

Breakfast Hour Promotion

TIMEBUYERS in Toronto were treated to morning cup of coffee by CHUM Toronto, when they received new dime in their mail, with description and other data of new live talent breakfast hour program "Wake Up and Smile," being aired by staff members of CHUM.

Equipment Display

EQUIPMENT for new station KRUX Phoenix, to begin operation March 1 on 1340 kc, was put on display in show windows of local store where public was invited to view it for two weeks while construction of building was being completed. Displays included microphones, consoles, modulation meter, transmitter and all associated equipment.

WQXR Musical Features

WQXR New York Feb. 17 began series of advertisements in four New York newspapers designed to inform New Yorkers about musical features carried by station. Total of 252 insertions have been scheduled during 12 week campaign to appear in New York Times, New York Sun, New York Post and New York World Telegram.

Radio Careers

CKNW New Westminster, B. C. has issued eight page booklet outlining opportunities for jobs on community broadcasting station. Booklet is being sent to all senior schools in British Columbia as part of program sponsored by Vancouver Board of Trade and British Columbia Dept. of Education. Booklet tells story of CKNW, complete with photos illustrating opportunities for careers and work at radio stations.

Souvenir Section

SOUVENIR section in Feb. 8 issue of Bethlehem, Pa. Globe Times devoted 24 pages to opening of WGPA, new 250 w local station on 1100 kc. Cover of section presented sketch of WGPA studio in center of heart form, and carried station slogan "WGPA, The Heart of the Lehigh Valley."

NBC Guests

MORE THAN 18,000,000 guests have been entertained in NBC's New York Radio City facilities from 1934 through 1946 according to an announcement by Paul Rittenhouse, NBC guest relations department manager. Of these, 12,133,800 were broadcast guests, either of clients or the network, and 5,950,168 were conducted on tours of NBC facilities.

Nominees for AIEE Offices Announced

Committee Names Blake D. Hull As Candidate for Presidency

THE NOMINATING committee of the American Institute of Electrical Engineers, New York, last week nominated without opposition its official ticket of candidates for offices becoming vacant Aug. 1. The offices will be voted upon this spring.

The candidates nominated are:

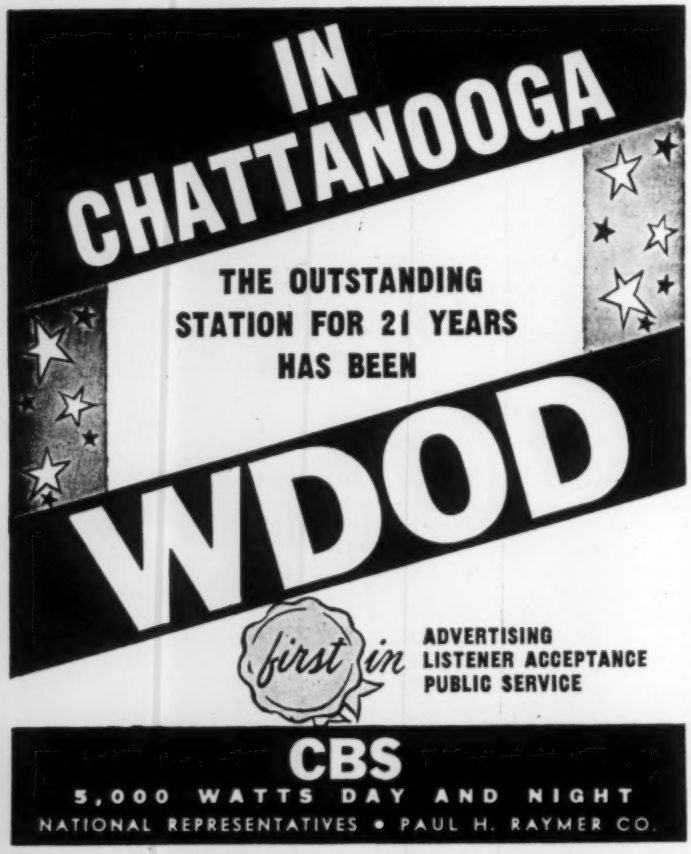
For president: Blake D. Hull, chief engineer, Southwestern Bell Telephone Co., St. Louis.

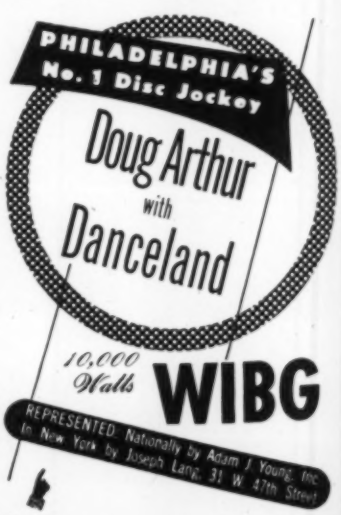
For vice presidents: Middle Eastern district, G. W. Bower, Haddonfield, N. J., Public Service Electric and Gas Co., Newark; Southern district, J. H. Berry, manager, Norfolk District Electric Dept., Virginia Electric & Power Co., Norfolk, Va.; North Central district, I. M. Ellestad, transmission engineer, Northwestern Bell Telephone Co., Omaha, Neb.; Pacific district, D. I. Cone, transmission and protection engineer, Pacific Telephone & Telegraph Co., San Francisco; Canada district, D. G. Geiger, transmission engineer, General Engineering Department, Bell Telephone Co. of Canada Ltd., Toronto.

For directors: W. L. Everitt, head of electrical engineering department, U. of Illinois, Urbana, Ill.; A. C. Monteith, manager of Headquarters Engineering Department and director of education, Westinghouse Electric Corp., East Pittsburgh, Pa.; E. B. Robertson, president, Plastics Manufacturing Co., Dallas.

For treasurer: W. I. Slichter, professor emeritus of electrical engineering, Columbia U., New York.

Mr. Hull, who has been nominated for president of the AIEE, has been active in the Association for more than 30 years. A 1905 graduate of the U. of Kansas, he has worked for Southwestern Bell Telephone Co. since 1912 and has served as its chief engineer since 1936. He will retire from the Bell System on Oct. 1, 1947.




PHILADELPHIA'S No. 1 Disc Jockey
Doug Arthur with Danceland
10,000 Watts
WIBG
REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

BLAW-KNOX ANTENNA TOWERS

Again welcome Admiral Byrd back to Little America!

There they were—tall, straight and conspicuous after 18 lonely winters in the frozen Antarctic. Even back in 1929 Blaw-Knox had a reputation as radio tower experts which was well-known to Byrd's engineers.

Today Blaw-Knox has acquired an unequalled experience through thousands of installations both here and abroad... AM, FM, UHF, Radar and Television. This valuable know-how is available to you at no added cost.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.

Find Towers of Byrd's '28, '33 Antarctic Camps

ABOARD U.S.S. MT. OLYMPUS, LITTLE AMERICA (AP)—Doctor Paul Siple, scientist with the Navy's Antarctic expedition, while on a helicopter flight, yesterday located the radio tower of Admiral Byrd's 1928 and 1933 camps still standing.

Siple, of Erie, Pa., also found evidence that the Bay of Whales had been completely closed by a glacier collision within the last year.

He said he saw the tops of the Adolph Ochs radio stations, with three towers still spaced in a rough triangle. This was taken as an indication that the buildings below perhaps had not been crushed out of existence by the ice, as was originally thought probable.

Two icecapes at the entrance to the Bay of Whales apparently met within the last year, Siple said, with a piece of the west cape breaking off.

BLAW-KNOX ANTENNA TOWERS

There's a billion-dollar income in the Fort Worth-Dallas area that can now be covered with the KFJZ-WRR combination twice for one price.

Yes, one price, with no extra costs, gives you a double coverage of this rich market, with a simultaneous-or-separate-hour schedule for double sales impact.

Extensive surveys have proved the dominance of KFJZ and WRR in Texas' largest market area. . . . Let the combination of the two get dollars-and-cents results in that market for you—at one price!

NATIONAL REPRESENTATIVE
WEED AND COMPANY
NEW YORK SAN FRANCISCO BOSTON
DETROIT CHICAGO ATLANTA
HOLLYWOOD

PROGRAMS

BREAKFAST quiz show, sponsored by Thompson's Spa, Boston restaurant, has been started on WNAC Boston. Titled "Breakfast at Thompson's Spa," show features Bill Hahn, WNAC announcer, quizzing various patrons of restaurant as they eat their morning meal. Award for best answer is two tickets for an evening at Oval Room at Boston's Copley Plaza Hotel. Program is aired Tues.-Thurs. Sat. 7:30 a.m. and will run for 52 weeks. Agency is Arthur W. Sampson Co., Boston.

Income Tax Series

SPECIAL broadcast script, prepared by Income Tax Bureau of Internal Revenue Dept., is being aired over WRC Washington in series of four broadcasts which started Feb. 22. Single question and answer script, to be repeated each week, points out various exemptions which can be claimed and gives details on filling out tax form. First broadcast was heard Feb. 22 at 5-5:15 p.m. and will be repeated March 1, 8 and 15, 2:45-3 p.m. Station also is airing series, Tues. 6:05 p.m., on government's use of informers who are paid fees for disclosing tax evasion cases and some of unusual experiences Bureau has had in collection of income taxes.

Civic Improvement

REPORT on plans for civic improvement in San Francisco is presented weekly by KSFO that city, through "Meet the Neighborhood," heard Fri. 8:30. Broadcasts are made from different San Francisco district each week at luncheon meetings of district leaders, and are transcribed for later release. Program is presented in cooperation with San Francisco Chamber of Commerce.

'Decision Now'

TO INCREASE interest of people in government and American way of life, American Legion is sponsoring new series titled "Decision Now," on WWDC Washington, Sat. 12:15 p.m. Program presents in dramatized form story based on idea that "decisions which are made today set the pattern for America's future."

School Problems Aired

HIGHLIGHTING all sides of current crisis in Rhode Island public schools is series of six quarter-hour programs titled "Your Neighborhood School Board," aired on WFCI Pawtucket, Tues. 3:30 p.m. Series is produced by R. I. Institute of Instruction, organization of public school teachers, and brings public figures to round table discussion with representative laymen under guidance of impartial moderator. Continuing theme is proposal now before State Legislature to provide increase in state aid to public schools. Continuity and cue sheets for show are drawn up by Frank and Bettina Jones, Radio Productions, through Fitzgerald Adv., public relations counsel for the Institute.

Yukon Interview

LAND-LINE hookup was used by CJCA Edmonton, Feb. 7 when two CJCA staff members went to Snag, Yukon, where Royal Canadian Air Force recorded coldest temperature on this continent with 87 degrees below zero. CJCA newscaster, Hal Yerxa, and engineer, Gord Shillabeer, interviewed men at the coldest spot in North America, interview being sent south on 2,000 mile land-line to CJCA which aired it and fed it to Trans-Canada network.

'Task Force Frost' Coverage

REGULAR COVERAGE of experimental maneuvers of Army's task Force Frost, located at Camp McCoy, Wisconsin, is being carried by WKBH La Crosse, Wis., through dispatches from John Rice, station's news correspondent. On Feb. 12, WKBH was used for direct pickup on NBC "News of the World" broadcast, carrying summary of Task Force Frost activities during region's heaviest blizzard in four years. Script was prepared by Paul Ziemer, station's news editor, and presented by staff announcer, Ken Allen. Station also plans transcribed 15 minute show to be produced under fire during maneuvers.

Literature Dramas

SHORT DRAMATIZATIONS of all types of world's finest literature will be presented in new series of programs on WCAU Philadelphia, featuring Joan Meyers and Gene Crane. Miss Meyers writes, produces and directs the show, and with Mr. Crane, will play five and six dramatic characters each broadcast.

Music Festival

CFRB Toronto, has obtained exclusive permission to cover 1947 Kiwanis Music Festival, being held at Toronto for two weeks starting Feb. 24. CFRB will feature four Friday evening broadcasts of winners of music festival, with an hour of finalists scheduled for March 14.

Agriculture Problems

INFORMATION on problems confronting farmers and gardeners is presented on "Agriculturally Speaking," new weekly series on WAAB Worcester, Mass. Under supervision of Worcester County Extension Service, show is aired Wed. 12:30 p.m. and is conducted by H. S. Vaughn, director of Extension Service.

Historical Services

HISTORY of Washington College, Pullman, Wash., from personalities of men who first organized college in 1892, to news of campus of today, is presented on "Here's Washington State College" over KWSC Pullman. Produced by Bob Saunders, KWSC announcer, 15 minute program is under supervision of Associated Students of State College, and plans are being made to present program over other stations through transcriptions.

Farm Features

FARM SERVICE Dept. of KFAB Omaha, Feb. 15 took part in three CBS shows. Assistant farm service director, Perry Doughit, was m.c. of "Farm Facts and Fun," regional network show which originated in KFAB studios 1-1:30 p.m. At 1:30-2 p.m., Bill MacDonald, KFAB's farm service director, was interviewed from Des Moines on CBS "Country Journal" program. On CBS "Cross Section. USA," Earl Williams, KFAB's Lincoln manager and farm service department helper, interviewed Carlyle Hodgkin, editor of "Nebraska Union Farmer," official Farmer's Union publication.

'Legislative Revue'

REVIEW of activities of legislature and information on Wisconsin legislative process are presented on "Legislative Revue," new series on WIBA Madison, Mon. through Fri. 4:15 p.m. Produced by Al Gilbert, WIBA announcer, and Frank Bignell, program director, show presents news of current bills introduced in legislature and dramatizations of law-making activities. A legislator is guest of Mr. Gilbert on each broadcast.

Book Reviews

WEEKLY book review series titled "Words from Great Books" has been started by WGNS Murfreesboro, Tenn. Conducted by George W. DeHoff, author, publisher and minister, program features reviews of religious and non-secular books. Another new feature on WGNS is "Musica Brazilliera," featuring Brazilian recordings. Bill Pepper conducts show and writes introductions to tunes around his own observations while in Brazil.

Aids Homeless

DESIGNED to alleviate housing shortage "The Find-a-House-Party" has been started by WKZO Kalamazoo. A public service feature, the show works in conjunction with local Emergency Housing Committee in selecting most critical cases of people without homes. Dave Williams, m.c., interviews home-seekers and invites listeners to phone studio regarding vacancies.

'Shopping by Radio'

WDRC Hartford, Conn., has started new 9:15 a.m. show titled "Shopping by Radio". Studio's announcer Roy Hansen goes "travelling" with WDRC's mobile unit through downtown area and selects woman shopper wearing some piece of apparel announced previous day on show. She is first interviewed on the street and then taken to studio for a "sale" of gifts and further interviewed by announcer Russ Naughton who acts as salesman on the program. Idea of show is to encourage early shopping by housewives.

Local Features

A TOTAL of 15 broadcasts of local origination, representing weekly percentage of 10%, have been added to program schedule of WCAU Philadelphia. Ranging from five minute newscasts to 45 minute record-chatter programs, additions are designed to accentuate local talent and coverage with variety of listener interest.

Washington's Birthday Celebration

ANNUAL celebration of Washington's Birthday held in Laredo, Tex. and Nuevo Laredo, Tamaulipas, Mexico, Feb. 22 at 1:45 p.m. was broadcast on NBC and networks of Canada and Mexico, through facilities of WOAI San Antonio. This was 49th annual celebration held jointly by peoples of two countries in two cities, divided only by Rio Grande River. WOAI carried broadcast of activities direct from Laredo.

'Intercollegiate Forum'

SERIES of weekly current event forums produced by personnel of student-operated stations at Haverford, Bryn Mawr Swarthmore and U. of Pennsylvania have been added to program schedule of WPEN Philadelphia. Discussions, conducted in town-meeting style, originate at each college station which in turn relay it to other three colleges in addition to WPEN. Program, "Intercollegiate Forum", is first of college network to be produced for popular broadcast.

Civic Panel

TO ENCOURAGE community discussions of local problems, KFXJ Grand Junction, Col., has started new series titled "Western Slope Forum." Aired Thur. 7:30-8 p.m., program presents representatives from various civic organizations in panel discussion of outstanding civic problems. Co-ordinator and moderator of program is O. D. Williams, local business man.

Tax Discussion

SERIES of six broadcasts explaining 1946 income tax laws has been started by WCKY Cincinnati. Fred W. Boss, assistant chief field deputy of office of Collector of Internal Revenue for first district, is moderator for series. Program is aired Sun. 5 p.m., and Mr. Boss each week discusses a different phase of filing income tax return.

Students' Request

TWO of the regularly scheduled record shows on WQAM Miami, Fla., were opened for students' requests alone when recent cold wave forced Greater Miami schools to close. Announcement of format change was aired earlier and as station received students' requests, musical fare was altered to comply with wishes of the teen-agers.

'Milton Berle Show'

SPONSORED by Philip Morris Co., the "Milton Berle Show" March 11 will replace Rudy Valee on NBC Tues. evening period. Cast for new show includes Comedian Berle, Dick Farney, Brazilian singer, and Roy Block and ochestra. Nat Hiken and Arron Rubin will write show. Agency: Biow Co., New York.

Community Sketches

LITTLE-KNOWN facts about Montana communities are presented on "Youngren's Salute" over KGVO Missoula, Mont. Show is based on themes composed by students of western Montana schools on attractions, advantages and potentialities of their home towns. Sponsored by Ray Youngren, Missoula shoe repairman, program is aired Fri. 8:25 a.m., and is designed to promote literary talents of high school writers.

Designed for Women

DESIGNED for women listeners is new daily series, "Let's Talk it Over with Francis McGuire," heard on WPEN Philadelphia, 11:05-11:30 a.m. Conducted by Francis McGuire, WPEN director of women's activities, show covers subjects on budgeting, children, careers, hobbies, marriage counsel. Remote broadcasts from kitchens of famous restaurants and hotels are presented, with interviews of chefs. Program is being offered for participating sponsorship.

Youth Forum

BASED on feature section of Sunday edition of Hartford Courant, new series titled "Parade of Youth Forum," has been started on WDRC Hartford, aired Sat. 10-10:30 a.m. Pupils from various high schools are invited to take part in forum discussion of leading topics of the day. James Looby, of Hartford Courant staff, is moderator of forum.

WHP Rebroadcast

FIRST State Dept. program to Russia Feb. 17 was rebroadcast on WHP Harrisburg, Pa. in connection with WHP show "World's a Stage," aired 10:30-11 p.m. Feature was arranged and directed by Dick Redmond, with English translation by Mari Yanofsky.

for proved performance in FM

Specify These Federal Air Cooled Triodes

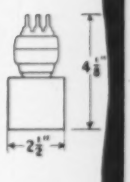
3,000 and 10,000 Watts per pair at 88 to 108 Megacycles

LEADING FM STATIONS all over the country report that these Federal triodes are not only living up to—but *far exceeding*—their exacting specifications, in day-after-day performance on the job.

To us at Federal, such service records are no surprise. Because long before these tubes were announced, they were subjected to the most rigorous and exhaustive development tests at the factory—for dependability, permanence of characteristics, overload capacity and long life. And in production, every tube is checked and double checked all along the line, from raw materials to finished product, to assure the utmost perfection of every detail. For complete information, write today to Dept. K 509.

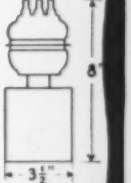
DATA—TYPE 7C26

Frequency, 88-108 Megacycles (Max. Output up to 150 Mc)
Maximum plate dissipation . . . . 1000 watts
Filament voltage . . . . . 9.0 volts
Filament current . . . . . 28.0 amp
Amplification factor 22
Mutual conductance 20,000 Umhos
Cooling air requirements at maximum dissipation . . . 75 cfm



DATA—TYPE 7C27

Frequency, 88-108 Megacycles (Max. Output up to 110 Mc)
Maximum plate dissipation . . . . 3000 watts
Filament voltage . . . . . 16.0 volts
Filament current . . . . . 29.0 amp
Amplification factor 27
Mutual conductance 20,000 Umhos
Cooling air requirements at maximum dissipation . . 175 cfm



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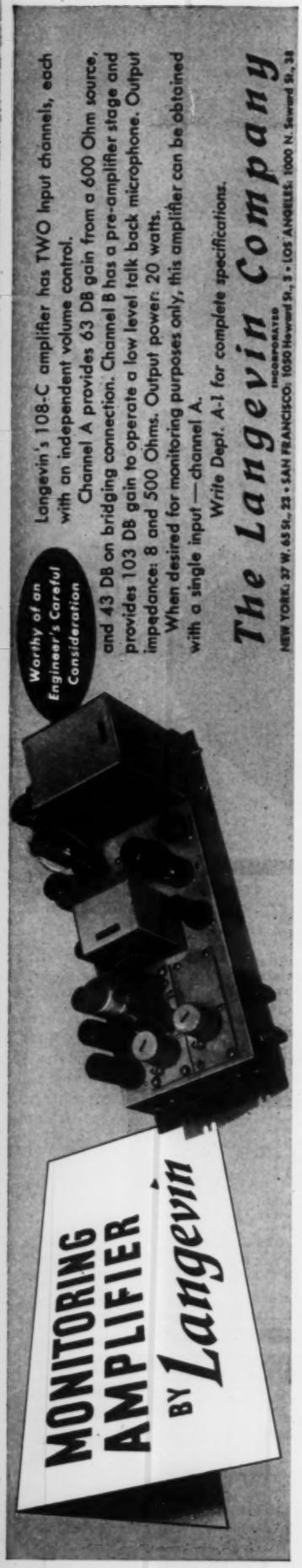
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Langevin's 108-C amplifier has TWO input channels, each with an independent volume control.
Channel A provides 63 DB gain from a 600 Ohm source, and 43 DB on bridging connection. Channel B has a pre-amplifier stage and provides 103 DB gain to operate a low level talk back microphone. Output impedance: 8 and 500 Ohms. Output power: 20 watts.
When desired for monitoring purposes only, this amplifier can be obtained with a single input — channel A.
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MONITORING AMPLIFIER BY Langevin

ACTIONS OF THE FCC

FEBRUARY 14 TO FEBRUARY 20

Feb. 14 Decisions . . .

By COMMISSIONER WAKEFIELD

Wired Music Inc., Rockford, Ill.—Granted petition for continuance of hearing scheduled for March 12, and continued same to May 12, 1947.

Bluefield Bcstg. Co., Bluefield, W. Va.—Granted petition to dismiss without prejudice application.

Western Waves Inc., Seattle, Wash.—Granted petition to dismiss without prejudice application.

Citizens' Bcstg. Co., North Adams, Mass.—Granted petition for leave to amend its application, so as to specify 860 kc with 250 w daytime only, instead of 940 kc, 1 kw, daytime only, etc. Amendment was accepted and application removed from hearing docket.

Neal M. Welch, North Adams, Mass.—Commission on its own motion removed from hearing docket application.

Rose Capital Bcstg. Co., Tyler, Tex.—Granted petition for leave to amend its application, so as to specify 1530 kc with 1 kw, daytime only, instead of 940 kc, with 250 w, daytime only, and for removal from hearing docket. Amendment was accepted and application as amended removed from hearing docket.

Atlantic City Bcstg. Corp., Atlantic City, N. J.—Granted petition for leave to amend its application, so as to specify 1230 kc instead of 1400 kc. etc. and for removal from hearing docket. Amendment was accepted and application as amended, removed from hearing docket.

Seminole Bcstg. Co., Wewoka, Okla.—Granted petition for leave to amend its application, so as to specify 720 kc with 250 w, daytime only, instead of 1490 kc with 250 w, unlimited, etc. and for removal from docket. Amendment was accepted and application as amended removed from hearing docket.

Lyle Van Valkenburgh, St. Petersburg, Fla.—Granted petition for dismissal without prejudice of his application.

Eau Claire-Chippewa Bcstg. Co., Chippewa, Wis.—Granted petition to dismiss without prejudice its application.

WBIZ Eau Claire, Wis.—Granted petition requesting leave to amend its application so as to show addition of three new stockholders to applicant corporation etc. and for removal from docket. Amendment was accepted and application removed from hearing docket.

WDZ Bcstg. Co., Tuscola, Ill.—Granted petition for leave to amend its application so as to show revised estimate on initial installation costs, etc.

KFIO Spokane, Wash.—Granted petition for leave to amend its application for CP so as to show new transmitter site and revised DA pattern, etc., and amendment was accepted.

Piedmont Bcstg. Co., Greenville, S. C.—Granted petition for leave to amend its application so as to specify 890 kc instead of 910 kc, etc., and for removal of application from docket. Amendment was accepted and application as amended removed from hearing docket.

Des Moines Bcstg. Corp., Des Moines, Iowa—Granted petition requesting leave to amend its application so as to specify 1150 kc with 1 kw, unlimited time, using DA, instead of 1240 kc, with 100 w, unlimited etc. Amendment was accepted and application as amended, removed from hearing docket.

John J. Laux, Niagara Falls, N. Y.—Granted petition requesting leave to amend its application so as to specify 1440 kc instead of 1080 kc, etc. Amendment was accepted and application as amended removed from hearing docket.

Western N. Y. Bcstg. Co., Kenmore, N. Y.—Commission on its own motion removed from hearing docket application for CP.

WIZE Springfield, Ohio—Granted petition for leave to intervene in hearing on applications of The Mt. Vernon Bcstg. Co. and Mound Bcstg. Corp.

Roscoe L. Thompson, Keokuk, Iowa—Granted petition for leave to dismiss without prejudice his application.

Keokuk Bcstg. Co., Keokuk, Iowa—Commission on its own motion, removed from hearing docket application for CP.

Mission Bcstg. Co., San Antonio, Tex.—Granted petition for leave to amend its application for an FM station so as to supply complete engineering information.

Reno Newspapers Inc., Reno, Nev.—Granted petition for leave to amend its application so as to specify 1490 kc instead of 1450 kc; etc. and for removal from docket. Amendment was accepted and application, as amended, removed from hearing docket.

The Voice of Nevada's Capital, Carson City, Nev.—Commission, on its own motion, removed from hearing docket application for CP.

Kola Bcstg. Opelousas, La.—Granted petition requesting continuance of hearing upon its application (Docket 7812) and that of James A. Noe (Docket 7416), presently scheduled for Feb. 26-27, and said hearing was continued to March 31 at Lake Charles and April 1 at Opelousas.

Joe V. Williams Jr., Chattanooga, Tenn.—Granted petition for continuance of hearing upon his application presently scheduled for Feb. 21, and continued same to April 21, 1947.

KMAC San Antonio, Tex.—Granted petition for leave to amend its application for CP so as to show change in transmitter site and increase in height of one of antenna towers, etc.

WAML, Laurel, Miss.—Granted petition for leave to dismiss without prejudice application.

WMCA New York—Granted petition for leave to intervene in hearing on application of The Fairfield Bcstg. Co., Danbury, Conn.

Danville Bcstg. Co., Danville, Ky.—Denied petition requesting reopening of record in consolidated proceeding upon its application and that of Commonwealth Bcstg. Corp. for purpose of putting into evidence testimony concerning present business activities of Gerald Culberson and J. O. Bohanan. Exceptions noted by counsel for petitioner.

Colgren Bcstg. Co., Hudson, N. Y.—Granted petition for leave to amend its application for CP so as to show revised engineering information concerning possible interference which would be developed by simultaneous operation of stations operating on 1230 kc at Hudson, N. Y., and North Adams, Mass.

Asher Bcstg. Service, Quincy, Mass.—Granted petition for leave to amend its application so as to specify 1300 kc instead of 910 kc, etc. Amendment was accepted and application as amended, removed from hearing docket.

Nashua Bcstg. Corp., Nashua, N. H.—Commission on its own motion, removed from hearing docket application for CP.

Harold H. Thoms, Greenville, S. C.—Granted petition to dismiss without prejudice his application.

Fla. West Coast Bcstg. Co., Tampa, Fla.—Granted request for continuance of consolidated hearing now scheduled for Feb. 20 on its application and that of Frank E. Duhme, and said hearing was continued to March 26.

Pittsburg Bcstg. Co., Pittsburg, Calif.—Granted petition for leave to amend its application so as to show a revised DA design, etc.

Santa Monica Bcstg. Co., Santa Monica, Calif.—Denied petition requesting leave to amend its application so as to specify full time operation on 1190 kc, with 1 kw, DA, instead of daytime only on frequency, etc.

Peninsular Bcstg. Corp., Coral Gables, Fla. — Dismissed petition requesting waiver of rules and accept petitioner's written appearance in re application.

Feb. 14 Applications . . .

ACCEPTED FOR FILING

AM—1150 kc

Sacramento Bcstrs., Chico, Calif.—CP for new standard station, 1150 kc, 1 kw, daytime.

AM—1230 kc

San Joaquin Bcstrs., Fresno, Calif.—CP for new standard station, 1230 kc, 100 w, unlimited.

AM—1400 kc

WDAR Savannah, Ga.—Voluntary Assignment of License to WDAR Inc.

AM—1340 kc

The Valley Co., Van Nuys, Calif.—CP for new standard station, 1340 kc, 250 w, limited.

AM—650 kc

The McPherson Bcstg. Co., McPherson, Kans.—CP for new standard station, 650 kc, 250 w, daytime.

AM—990 kc

WJMR New Orleans, La.—Special Service Authorization to operate on 990 kc, 250 w, unlimited time for period of 90 days.

AM—1400 kc

Pioneer Valley Bcstg. Co., Northampton, Mass.—CP for new standard station, 1400 kc, 250 w, unlimited.

AM—1310 kc

WKMH Dearborn, Mich.—CP to change frequency from 1540 kc, to 1310 kc and make changes in antenna.

AM—1330 kc

WFIN Findlay, Ohio—Involuntary assignment of license to Helen F. Hover, administratrix of the estate of Fred R. Hover, deceased.

AM—950 kc

Corn Palace City Radio Corp., Mitchell, S. D.—CP for new standard station, 950 kc, 5 kw, DA, unlimited.

AM—1400 kc

WJZM Clarksville, Tenn.—Voluntary assignment of license to Elmer T. Campbell and John Parry Sheftall, a partnership d/b as Campbell & Sheftall.

AM—920 kc

Metropolitan Bcstg. Co., of Milwaukee, Milwaukee, Wis.—CP for new standard station, 920 kc, 100 w, daytime.

Change Location

WRLD West Point, Ga.—CP to make changes in transmitting equipment, install new vertical antenna and mount FM antenna on top of AM tower, move transmitter and change studio location.—AMENDED to make changes in antenna and ground system and change transmitter location and change studio location.

AM—1260 kc

Belleville News-Democrat, Belleville, Ill.—CP for new standard station, 1430 kc, 1 kw, DA, unlimited.

(Continued on page 68)

IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

ASK *HEADLEY REED*

WFMJ
YOUNGSTOWN, OHIO

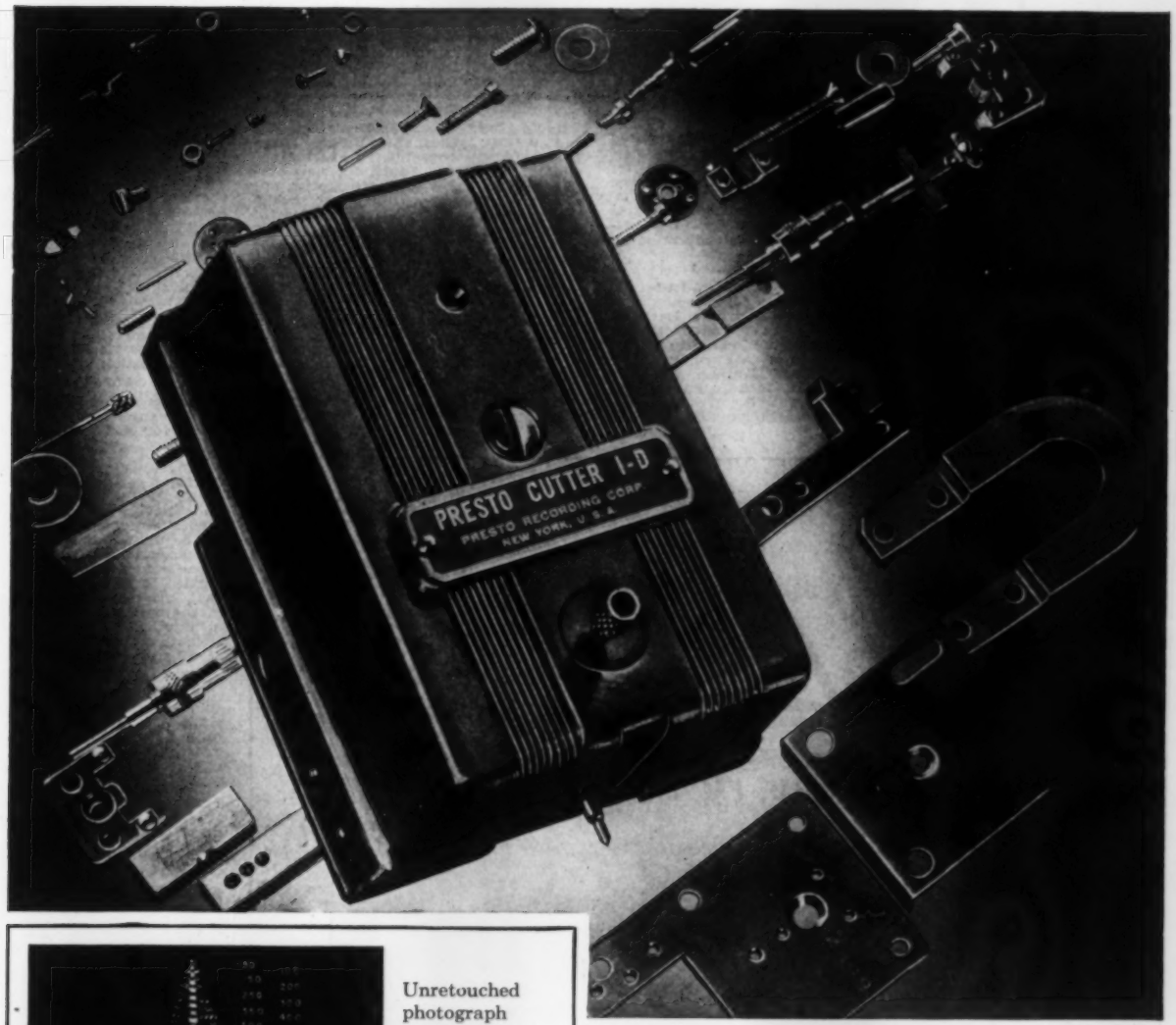
COMING SOON 5000 WATTS

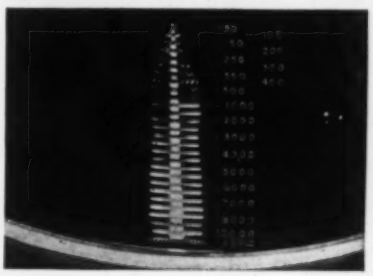
NOW! a new standard of performance in cutting heads

THE PRESTO 1-D

▶ The new Presto 1-D Cutting Head offers: *wide range, low distortion, high sensitivity* and *stability through a temperature range of 60°-95° F.* The Presto 1-D Cutting Head is a precision instrument made entirely of precisely machined parts, expertly assembled and carefully calibrated. These factors, plus its sound basic engineering design, produce a cutter unequaled in performance by any other mechanically damped magnetic device.

▶ Note from the light pattern below: The correct location of the cross-over point at 500 cycles, the 6 db per octave slope below this point, and flat response above 500 cycles, which is free from resonant peaks. The range of the cutter is 50-10,000 cycles. The Presto 1-D is damped with "Prestoflex" which is impervious to temperature changes between 60 and 95 degrees Fahrenheit.





Unretouched photograph showing the light pattern. Notice correct location of the cross-over point at 500 cycles.

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RECORDING CORPORATION
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KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 5

FCC Actions

(Continued from page 66)

Applications Cont.:

Applications Dismissed:

AM—1360 kc

Modesto Bcstg. Co., Modesto, Calif.—CP for new standard station, 1360 kc, 250 w, daytime. DISMISSED Feb. 11, request of attorney.

FM—49.1 mc

Gannett Publishing Co., Augusta, Me.—CP for new FM station on 49,100 kc. DISMISSED Feb. 11, request of attorney.

AM—Measurement

WKRC Cincinnati, Ohio—Authority to determine operating power by direct measurement. DISMISSED Feb. 11, lack of prosecution.

Tendered for Filing
(Since Feb. 7)
AM—1490 kc

WIGM Medford, Wis.—Consent to assignment of license to—Dairyland's Bcstg. Service.

Transfer Control

WACE Chicopee, Mass.—Consent to transfer of control from David J. Hayes and John S. Begley to John S. Begley.

Feb. 17 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WTMV East St. Louis, Ill.—Designated for hearing (Chairman Denny and Comr. Jett voting to grant) application for consent to assignment of license from Myles H. Jones, Penrose H. Johns, Wm. F. Johns and Wm. F. Johns Jr., d/b as Mississippi Valley Bcstg. Co. to Evansville On the Air, for consideration of $320,000.

Assignment Granted

KUTA Salt Lake City—Granted consent to involuntary assignment of license from Frank C. Carman, David G. Smith, Jack L. Power and Grant R. Wrathall, d/b as Utah Bcstg. and Television Co., to Frank C. Carman, David G. Smith, Frank C. Carman, administrator of estate of Jack L. Powers, deceased, and Grant R. Wrathall; no monetary consideration involved.

AM—1210 kc

Radio Springfield, Springfield, Ohio—Granted CP for new station, 1210 kc, 250 w, daytime only; engineering conditions.

AM—1420 kc

T. J. Shriner, Okla.—Granted CP for new station, 1420 kc, 250 w, daytime only.

AM—1490 kc

Frank W. Wagner, Blackstone, Va.—Granted CP for new station, 1490 kc, 250 w, unlimited time; engineering conditions.

AM—790 kc

Thomasville Bcstg. Co., Thomasville, N. C.—Granted CP for new station, 790 kc. 1 kw, daytime only; engineering conditions.

Granted Modification

WHB Kansas City—Granted modification of CP to change type of transmitter and transmitter location.

AM—790 kc

East Tennessee Bcstg. Co., Johnson City, Tenn.—Granted CP for new station, 790 kc, 1 kw, daytime only; engineering conditions.

WTOC Savannah, Ga.—Adopted order vacating action of Commission on Feb. 6, granting petition of WTOC to set aside grant of Oct. 17, 1946 of application of Ken-Sell Inc. for new station at West Palm Beach, Fla. and designating said application for hearing; and denied said petition of WTOC. (In effect this reinstates original grant to Ken-Sell).

AM—1400 kc

Radio South Inc., Jacksonville, Fla. and WJVB Jacksonville Beach, Fla.—Designated for consolidated hearing application of Radio South for new station 1400 kc, 250 w, unlimited, with application of Jacksonville Beach Bcstg. Co. to change frequency and hours of operation of WJVB from 1010 kc, 250 w daytime only, to 1400 kc, 250 w, unlimited.

AM—1230 kc

Alachus County Bcstg. Co. and E. Z. Jones, Gainesville, Fla.—Designated for consolidated hearing application of Alachus County Bcstg. Co. with application of E. Z. Jones for new stations both seeking 1230 kc, 250 w, unlimited.

AM—690 kc

KELD El Dorado, Ark.—Designated for hearing application for CP to change frequency and power of KELD from 1400 kc, 250 w, unlimited, to 690 kc, 1 kw, DA-N, unlimited to be heard in consolidated proceeding with applications of KGKB (Docket 7950), KGGF (Docket 7951) and KTBS (Docket 7598).

AM—DA System

KYW Philadelphia—Granted petition for grant of application for authority to install new DA system.

AM—1240 kc

Lake Bcstg. Co., Leesburg, Fla.—Granted CP for new station, 1240 kc, 250 w, unlimited; dismissed as moot petition requesting conditional grant.

License Extension

WGBF Evansville, Ind.—Granted extension of present license to March 20.

License Renewals

WAML Laurel, Miss.—Granted renewal of license for period ending Feb. 1, 1950.

WEMP (aux.) Milwaukee—Same.

WINX (Syn. Amp.) Washington, D. C.—Same.

WEPM Martinsburg, W. Va.—Same.

KELO Sioux Falls, S. D.—Granted removal of license for period ending Feb. 1, 1949.

FM—Conditional Grants

Kingston Bcstg. Corp., Kingston, N. Y.—Authorized conditional FM grant for minimum class B station, subject to engineering requirements and channel 270 be made available for this purpose.

The Mattatuck Bcstg. Co., Waterbury, Conn.—Authorized conditional FM grant for class B station, subject to further review and approval of engineering details.

Grosse Pointe Bcstg. Corp., Grosse Point, Mich.—Same, except class A.

Potomac Bcstg. Corp., Alexandria, Va.—Same.

James Cullen Looney, Edinburg, Tex.—Same.

FM—Extension

Zenith Radio Corp., Chicago—Granted modification of FM CP to extend completion date of Feb. 24 for period of six months.

FM—Location

Suffolk Bcstg. Corp., Coram, N. Y.—Granted modification of FM CP to authorize location of main studio for class A station.

FM—Cancellation

Southern Media Corp., Coral Gables, Fla.—Granted request for cancellation of CP for class A station.

Orders Adopted

Adopted orders in Docket 8050 (1): granting petitions by Television Bcstrs. Assn., WGAL Inc., Associated Bcstrs. and The Travellers Bcstg. Service Corp. for leave to participate in oral argument in the matter of Rules and Regulations concerning Multiple Ownership of Broadcast Stations, and made above parties to the proceeding; (2) ordered that any person desiring to participate in the oral argument shall file petition, in duplicate, requesting leave to participate and showing his interest in proceeding, on or before Feb. 18.

TV—Modification

WBZ-TV Boston—Granted modification of video CP to specify type of transmitter, change studio and transmitter location, and make changes in antenna system.

TV—Modification

The Chronicle Publication Co., San Francisco—Granted modification of video CP for channel 4, subject to condition that Commission may require

(Continued on page 70)

Lehigh

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FOR AM, FM, and TELEVISION TOWERS

LEHIGH STRUCTURAL STEEL CO.

17 Battery Place New York 4, N. Y.

Plant at Allentown, Penna.

Offices In Principal Cities

HORACE N. STOVIN
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STATION
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MONTREAL • WINNIPEG
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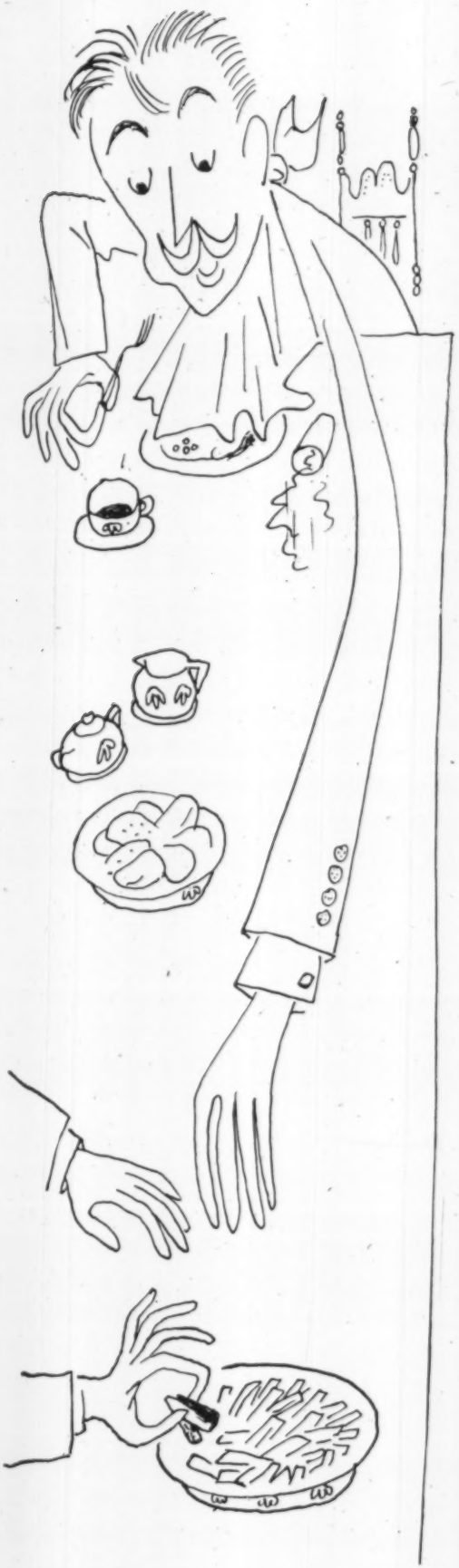

the man with the boarding house reach...

It's an admirable reach—but it doesn't necessarily put him first on the French fries. Somebody else may be sitting closer to them.

That's a point for advertisers to consider.

Albany-Troy-Schenectady, plus eight immediately surrounding counties,* makes a neat dish. It has a buying potential of nearly a billion dollars. Its retail sales climb up toward the half-billion mark every year. And a lot of advertisers who have reason to know consider it a lucrative market calling for concentrated attention.

WTRY—with a well-established audience whose enthusiasm is now being further sparked by CBS programming—sits in just the right place to reach this rich buying potential FIRST. Every advertising penny works to create bigger buying habits in the WTRY market where over 200,000 radio families exhibit such strong preference for WTRY-CBS programs. Today—in this important area—you can't get more effective combined coverage of the urban and rural audience at such low cost as with WTRY.

Remember, it's the depth of your influence with the desired market—not your oversized reach—that counts.

*BMB calls it 12.

WTRY

Albany-Troy-Schenectady
980 kilocycles—1000 watts
Studios in Troy and Albany

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven

FCC Actions

(*Continued from page 68*)

Decisions Cont.:

permittee, without hearing, to install appropriate DA for purpose of reducing radiation in the direction of Sacramento to a value to be specified.

TV—Extension

The Outlet Co., Providence, R. I.—Granted extension of commencement date of construction to March 16 and of completion date to Sept. 16.

TV—Extension

The A. S. Abell Co., Baltimore—Granted extension of completion date to July 16.

TV—Extension

The Evening Star Bcstg. Co., Washington—Granted extension of completion date to June 26.

TV—Extension

KSTP Inc., St. Paul, Minn.—Granted extension of commencement date to Jan. 16 and of completion date to July 16.

TV—Extension

Raytheon Mfg. Co., Waltham, Mass.—Granted extension of commencement date to April 16 and of completion date to Oct. 16.

FM—Non-commercial

Technical High School, Dade County Board of Public Instruction, Miami, Fla.—Granted CP for new station, 91.7 mc (channel 219); 400 w, 215 ft.

Non-Commercial Educational

Commission adopted for release new Secs. 3.501 to 3.591, inclusive, of Part 3 of Commission's Rules Governing Standard and High Frequency Broadcast Stations. These new sections relate to Non-Commercial Educational FM Broadcast Service and become effective April 1. Public notice of rules as proposed was published March 7, 1946, and time for submission of comments and suggestions was extended until June 6, 1946. Several of these suggestions have been adopted by the Commission, particularly with respect to proposed Secs. 3.503, 3.504, 3.505 and 3.588. Any person who is interested in submitting comments and suggestions regarding these sections, as revised, may file such comments and suggestions within 20 days from date of this notice and may request oral argument with respect thereto. If comments and suggestions are submitted which warrant the Commission in holding an oral argument, notice of time and place of such oral argument will be given.

Feb. 18 Decisions . . .

By THE COMMISSION

Final Decision

KGKO and WBAP Fort Worth, and WFAA Dallas—Adopted final decision granting renewal and assignment of license of KGKO; granted license renewals WBAP and WFAA. Conditions. Comr. Durr voted to adopt as final Commission's first proposed decision in this proceeding.

Proposed Decision

WATR Waterbury, Conn., and WMAS Springfield, Mass.—Adopted proposed decision looking towards denial of WATR for CP change transmitter site and studio location, increase power from 1 kw to 5 kw, install new transmitter and DA unlimited (1320 kc); also adopted proposed decision looking towards denial of WMAS for CP to change frequency from 1450 kc to 1320 kc, increase power from 250 w to 5 kw, install new transmitter and DA.

Final Order

'49er Bcstg. Co. and Town Talk Bcstg. Co., Grass Valley, Calif.—Adopted order making final proposed decision granting application of '49er Bcstg. Co. for new station 1400 kc, 250 w, unlimited, and denying application of Town Talk Bcstg. Co. seeking same facilities.

AM—1240 kc

Western Empire Bcstrs., San Bernardino, Calif.—On its own motion, ordered that application for new station be removed from hearing docket and granted, 1240 kc, 250 w, unlimited.

By COMMISSIONER WALKER

Hearing Continued

Mission Bcstg. Co., San Antonio, Tex.—Commission on its own motion, continued hearing on this application from March 3 to March 4 at San Antonio.

By COMMISSIONER WAKEFIELD

Proceeding Continued

A. S. Abell Co., Baltimore, and Berks Bcstg. Co., Reading, Pa.—Granted petition requesting continuance of further proceeding in re these applications scheduled for Feb. 19, and continued same to March 21 at Washington.

Deposition Authority

Texhoma Bcstg. Co., Durant, Okla.—Granted petition for authority to take depositions in re application.

Feb. 18 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

Walter L. Read, Petaluma, Calif.—CP for new standard station, 1490 kc, 250 w, unlimited.

AM—1000 kc

Oceanside Bcstg. Co., Oceanside, Calif.—CP for new standard station, 100 kc, 250 w, daytime.

AM—830 kc

Krouser & Kreamer, Oxnard, Calif.—CP for new standard station, 830 kc, 1 kw, daytime.

AM—1580 kc

Del Paso Bcstg. Co., North Sacramento, Calif.—CP for new standard station, 1580 kc, 250 w, daytime.

AM—1470 kc

Pacific States Radio Engineering, Pittsburg, Calif.—CP for new standard station, 1470 kc, 250 w, daytime.

AM—710 kc

Pacifica Foundation, Richmond, Calif.—CP for new standard station, 710 kc, 1 kw, daytime.

AM—1500 kc

San Joaquin Bcstrs., Stockton, Calif.—CP for new standard station, 1500 kc, 250 w, daytime.

AM—1310 kc

Kenneth Aithken, Taft, Calif.—CP for new standard station, 1310 kc, 250 w, daytime.

AM—1590 kc

WBRY Waterbury, Conn.—License to cover CP, as modified, which authorized increase in power, installation of new transmitter and changes in DA for day and night use and authority to determine operating power by direct measurement of antenna power.

AM—740 kc

WORZ Orlando, Fla.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

Coeur d'Alene Bcstg. Co., Coeur d'Alene, Idaho—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—1100 kc

Knox Bcstg. Co., Galesburg, Ill.—CP for new standard station, 1100 kc, 1 kw, daytime.

AM—1100 kc

Kewanee Bcstg. Co., Kewanee, Ill.—CP for new standard station, 1100 kc, 250 w, daytime.

AM—1080 kc

Radio Bcstg. Corp., La Salle and Peru, Ill.—CP for new standard station, 1080 kc, 1 kw, daytime.

AM—1230 kc

Logansport Bcstg. Corp., Logansport, Ind.—CP for new standard station, 1230 kc, 250 w, unlimited.

Transfer of Control

KFJB Marshalltown, Iowa—Voluntary transfer of control of licensee corporation from John Ruan, Robert Boot, Kenneth A. Durham and Joseph F. Rosenfield to Times Republican Printing Co. (290 shares of capital stock 100%).

AM—1010 kc

Central Bcstg., Independence, Kan.—CP for new standard station, 1010 kc, 250 w, daytime.

AM—1010 kc

Parsons Bcstg. Co., Parsons, Kan.—CP for new standard station, 1010 kc, 250 w, daytime.

AM—1240 kc

Parish Bcstg. Corp., Minden, La.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—1290 kc

Frequency Bcstg. System, Ruston, La.—CP for new standard station, 1290 kc, 250 w, daytime.

AM—1120 kc

WBCC Bethesda, Md.—License to cover CP, as modified, which authorized new standard station and authority to determine how operating power by direct measurement of antenna power.

AM—1490 kc

WJXN Jackson, Miss.—License to cover CP which authorized changes in vertical antenna and ground system and for change of studio location.

Assignment of CP

KOPR Butte, Mont.—Involuntary as-

(*Continued on page 72*)

Hot Tip

CONTEST for best news tip of the week from listeners resulted in WCKY Cincinnati receiving a story of a fire in a garage at Bromley, Ky. The news was broadcast just before flames from this same burning garage severed cables connecting WCKY's studios with its transmitter, located at Bromley, and forced station off the air.

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FCC Actions

(*Continued from page 70*)

Applications Cont.:

signment of CP to Frank C. Carman, David G. Smith, Frank C. Carman, administrator of the estate of Jack L. Powers, deceased, and Grant R. Wrathall d/b as Copper Bcstg. Co.

AM—1560 kc

The Montana Network, Butte, Mont.—CP for new standard station, 1560 kc, 1 kw, unlimited.

AM—1340 kc

Niagara Bcstg. System, Niagara Falls, N. Y.—CP for new standard station, 1340 kc, 250 w, unlimited.

AM—1260 kc

WNDR Syracuse, N. Y.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—830 kc

Twin Tonawandas Studios, Tonawandas, N. Y.—CP for new standard station, 830 kc, 1 kw, daytime.

AM—550 kc

KFYR Bismarck, N. D.—License to cover CP which authorized installation of new transmitter and authority to determine operating power by direct measurement of antenna power.

AM—560 kc

The Advance Inc., Elizabeth City, N. C.—CP for new standard station, 560 kc, 500 w, daytime.

AM—1370 kc

Lakes Area Bcstg. Co., Pyror, Okla.—CP for new standard station, 1370 kc, 250 w, daytime.

AM—1450 kc

KOKE Bcstrs., Coquille, Ore.—CP for new standard station, 1450 kc, 250 w, unlimited.

AM—1230 kc

Yaquina Radio, Newport, Ore.—CP for new standard station, 1230 kc, 250 w, unlimited.

AM—1400 kc

Rose City Bcstg. Co., Portland, Ore.—CP for new standard station, 1140 kc 1 kw, daytime.

AM—1450 kc

WILK Wilkes-Barre, Pa.—License to cover CP, as modified, which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1170 kc

Cherokee Radio Co., Gaffney, S. C.—CP for new standard station, 1170 kc, 250 w, daytime.

AM—1440 kc

Harold H. Thoms, Spartanburg, S. C.—CP for new standard station, 1440 kc, 1 kw, DA, unlimited.

AM—1240 kc

Spartanburg Radio Co., Spartanburg, S. C.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—650 kc

KRCT Goose Creek, Tex.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

Leonard B. Brown, Kerrville, Tex.—CP for new standard station, 1230 kc, 250 w, unlimited.

AM—1450 kc

KOSA Odessa, Tex.—License to cover CP, as modified, which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1220 kc

Terrell Broadcast Corp., Terrell, Tex.—CP for new standard station, 1220 kc, 250 w, daytime.

AM—1400 kc

WBOB Galax, Va.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

Assignment of License

WLEE Richmond, Va.—Voluntary assignment of license to Lee Bcstg. Corp.

Assignment of License

KEVR Seattle, Wash.—Voluntary assignment of license to Western Waves Inc.

AM—1340 kc

WHAR Clarksburg, W. Va.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WDLB Mansfield, Wis.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1140 kc

Lincoln Operating Co., Miami, Fla.—CP for new standard station, 1170 kc, 5 kw, DA, unlimited.—AMENDED: to change frequency from 1170 kc to 1140 kc, 5 kw to 5 kw night, 10 kw day, changes in DA and change type of transmitter.

FM—Unassigned

Frontier Bcstg. Co., Austin, Tex.—CP for new FM station, 47,100 kc.—AMENDED: to change frequency from 47,100 kc to "to be assigned by FCC", type of transmitter, transmitter location, ERP from 31.2 kw to 52.2 kw and make changes in antenna system.

AM—1600 kc

McKinney Air Enterprises, McKinney, Tex.—CP for new standard station, 1580 kc, 250 w, daytime.—AMENDED: to change frequency from 1580 kc to 1600 kc, 250 w, daytime to 500 w daytime and change type of transmitter.

AM—1470 kc

KVAK Atchinson, Kan.—CP to change frequency from 1450 to 1200 kc, increase 250 w to 1 kw, change hours of operation from unlimited to daytime, make changes in transmitting equipment, and install new vertical antenna. (To be considered with application filed by S. H. Patterson for a new station at Topeka, Kan.)—AMENDED: to change frequency from 1200 kc, to 1470 kc, change hours of operation from daytime to unlimited; install DA for day and night use.

WSBF South Bend, Ind.—CP to specify type of transmitter, ERP as 20 kw and make changes in antenna system.—AMENDED: to make changes in antenna system.

Remote Pickup

Alaska Bcstg. Co., Anchorage, Alaska—CP for new remote pickup broadcast station, 1622, 2058, 2150, 2790 kc, 200 w, emission A3.

Remote Pickup

General Bcstg. Co., Atlanta, Ga.—CP for new remote pickup broadcast station on 156.75, 158.40 mc, power of 50 w, emission special for FM.

Remote Extension

Commodore Bcstg., Decatur, Ill.—Modification of CP which authorized construction of new remote pickup broadcast station, for extension of completion date (WDON).

Remote Extension

Commodore Bcstg., Decatur, Ill.—Modification of CP which authorized construction of new remote pickup broadcast station for extension of completion date (WSIA).

FM—91.5 mc

WIUC Urbana, Ill.—CP to change frequency from 42.9 to 91.5 mc, emission to A3, and install new transmitter, and antenna system.

Increase Power

KSUI Iowa City, Iowa—Modification of CP, as modified, which authorized new noncommercial educational broadcast station to install new transmitter, increase power from 1 to 3 kw and to make changes in antenna system.

AM—1310 kc

Griffith Bcstg. Co., Parsons, Kan.—CP for new standard station, 1310 kc, 1 kw, DA, unlimited.

AM—Extension

WCOP Boston—Modification of CP which authorized moving old main transmitter, and installation of composite 5 kw, amplifier to be operated as auxiliary transmitter with power of 5 kw, employing DA-DN, for extension of completion date.

FM—Unassigned

Radio New Rochelle, New Rochelle, N. Y.—CP for new FM station (class A) on frequency to be assigned by FCC, and ERP of 2.06 kw.

FM—Unassigned

WHDL Olean, N. Y.—CP for new (class B) FM station on frequency to be assigned by FCC.

AM—1150 kc

Rome Sentinel Co., Utica, N. Y.—CP for new standard station, 1150 kc, 5 kw, DA, unlimited.—AMENDED: to change power from 5 kw to 1 kw night, 5 kw day and make changes in DA.

TV—Extension

WFIL-TV Philadelphia—Modification of CP which authorized new commercial TV station, for extension of commencement and completion dates.

(*Continued on page 74*)

QUESTION: Is 94.6% more than half?

ANSWER: Yes! Even on the Pacific Coast!

There's a lot of talk going around about the *inside half* and the *outside half* of the Pacific Coast buying market. Frankly, there is no such thing as an outside *half*.

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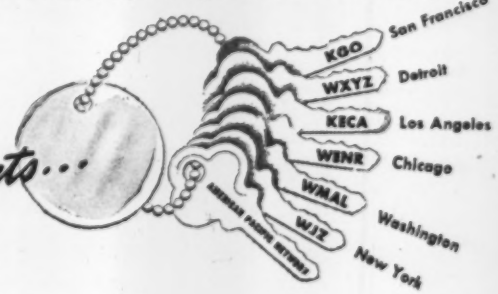

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Benton Sees Future In Worldwide Radio

States Views in Letter Written To Dr. Arno Huth

A SPECIAL message from William Benton, Assistant Secretary of State, has been sent to Prof. Arno Huth, for use in his course in International Broadcasting, given at New York's New School for Social Research. Kenneth Fry, chief of the State Dept's International Broadcasting Division, will participate in the class discussion featuring Mr. Benton's message.

"I am most interested in the outline of your forthcoming course 'International Broadcasting'," Mr. Benton wrote Dr. Huth. "I don't know of anyone who has approached this subject on such a comprehensive basis.

"You are pioneering in a subject that is as important as it is new. The field is but little understood by those not actually operating in it. Yet its potentialities are enormous. There is no instrument for communication between peoples with comparable potentialities. It can reach remote as well as populated places, and can reach people instantaneously. It can hurdle boundaries and political obstacles at boundaries. It is not affected by paper shortages, import quotas or exchange restrictions.

"The number of receiving sets is bound to multiply; and we may safely count on steady improvements in transmission. Thus broadcasting will be a force of ever increasing importance in international communication. . . ."

Dr. Huth also announced that two executives of CBS have agreed to participate in the course. They are Edward R. Murrow, vice president in charge of news, and Edmund Chester, director of broadcasts to foreign countries. Special arrangements are being made for the students of the course to attend the broadcasting of some international programs in the New York studios of the State Dept. and CBS, and to visit the NBC International Broadcasting Stations at Bound Brook, N. J.

AMERICAN FARM Bureau Federation's 1947 "Certificate of Distinguished Service to Agriculture" was presented to Harvey Dinkins (r), farm service director of WSJS Winston-Salem, N. C., by Dr. I. O. Schaub, dean of North Carolina State College's School of Agriculture, at Farm Bureau's annual meeting in Asheville.

ONE FOR THE BOOKS!

Louis Kaufman, KQV's own newscaster (and practically an institution in Pgh.!) is now miking his way through his sixth consecutive 13-week cycle for the William Wise Co. Pulling healthy Hoopers from 7 to 17 on this 1 p.m. period, Louis' job has been to sell books. His results have been terrific—so much so that the sponsor bought him on a network show. In 69 weeks, the KQV-originating program has pulled over 23,000 actual orders. Ample proof that KQV has a large and receptive audience for sales messages!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

FCC Actions

(*Continued from page 72*)

Applications Cont.:

AM—1070 kc

Anderson Bcstg. Co., Anderson, S. C.—CP for new standard station, 860 kc, 1 kw, daytime.—AMENDED: to change frequency from 860 to 980 kc.—AMENDED: to change frequency from 980 to 1070 kc.

AM—1440 kc

Piedmont Bcstg. Co., Greenville, S. C.—CP for new standard station, 1240 kc, 250 w, unlimited.—AMENDED: to change frequency from 1240 to 1440 kc, power from 250 to 500 w daytime only and hours of operation from limited to daytime.—AMENDED: to change hours of operation from daytime to unlimited using 500 w, install DA for night use, change type of transmitter and change transmitter location.

AM—1140 kc

Leaf-Chronicle Co., Clarksville, Tenn.—CP for new standard station, 1140 kc, 1 kw, daytime.

FM—Unassigned

Caprock Bcstg. Co., Lubbock, Tex.—CP for new FM station, frequency to be assigned by FCC, and ERP of 12 kw.

FM—License

WINC-FM Winchester, Va.—License to cover CP which authorized new FM station.

License Renewal

Capitol Bcstg. Co., Schenectady, N. Y.—Renewal of ST license for W2XEO.

TENDERED FOR FILING
(Since Feb. 7)

Assignment of License

WDEV Waterbury, Vt.—Consent to assignment of license to Lloyd E. Squier.

Feb. 19 Decisions . . .

BY THE COMMISSION

Smoky Mountain Bcstg. Co., Knoxville, Tenn.—Ordered that petition for continuance and petition to reopen record in re application for CP (Dockets 6905 and 6906), be designated for oral argument before Commission en banc on Feb. 21.

BY THE SECRETARY

WECW Mayaguez, P. R.—Granted license to cover CP which authorized new station on 1490 kc, 250 w, unlimited; conditions; and for change of studio location.

KWHK Hutchinson, Kan.—Granted license to cover CP which authorized new station on 1190 kc, 1 kw, day; conditions.

WMMJ Peoria, Ill.—Granted license to cover CP which authorized new station on 1020 kc, 1 kw, daytime; conditions.

WCRA Effingham, Ill.—Granted modification of CP which authorized new station, for approval of antenna, approval of transmitter location and to specify studio location.

WSLA Hammond, La.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location.

WSVS Crewe, Va.—Granted modification of CP which authorized new station, for approval of antenna and approval of transmitter location and to specify studio location.

WFLB Fayetteville, N. C.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, and for approval of transmitter location.

KRUX Glendale, Ariz.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

WSAU Wausau, Wis.—Granted CP to install new vertical antenna with FM antenna on top and change transmitter location.

KPSC Phoenix, Ariz.—Granted modification of CP which authorized new station, to make changes in vertical antenna and change transmitter location.

WBUZ Asheville, N. C.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

WHFB Benton Harbor, Mich.—Granted modification of CP which authorized new station, for extension of completion date to 9-11-47.

WHAV Haverhill, Mass.—Granted modification of CP which authorized new station, to change type of transmitter.

WHAR Clarksburg, W. Va.—Granted modification of CP which authorized new station, to make changes in antenna and to change type of transmitter.

Albuquerque Bcstg. Co., Portable, area of Albuquerque, N. M.—Granted CP for new remote pickup station. Frequency assignment subject to change in accordance with proceedings in Docket 6651.

KLIX Twin Falls, Idaho—Granted license to cover CP which authorized new station on 1340 kc, 250 w, unlimited.

KAWT Douglas, Ariz.—Granted license to cover CP which authorized new station on 1450 kc 250 w, unlimited, and to specify studio location.

WSGC Elberton, Ga.—Granted license to cover CP which authorized new station on 1400 kc, 250 w, unlimited; conditions.

W2XMJ New York City—Granted license to cover CP which authorized new developmental station; frequencies that may be assigned by chief engineer from time to time.

W1XHR Cambridge, Mass.—Granted license to cover CP which authorized change in power to 1 kw and installation of new transmitter and changes in antenna system of developmental station.

WCSC Charleston, S. C.—Granted modification of CP, to change type of transmitter, change transmitter location.

WHWL Nanticoke, Pa.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

WMDD Fajardo, P. R.—Granted modification of CP which authorized new station, for approval of antenna, for approval of transmitter location and to change studio location.

WDEF Chattanooga, Tenn.—Granted modification of CP, for extension of completion date to 3-10-47.

KOSF Nacogdoches, Tex.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to change studio location.

KMYC Marysville, Calif.—Granted CP to make changes in transmitting equipment, install new vertical antenna and mount FM antenna on top of AM tower.

WTNB Birmingham, Ala.—Granted CP to make changes in transmitting equipment.

WOSH Oshkosh, Wis.—Granted CP to install new vertical antenna and mount FM antenna on top of AM tower.

WJLB Detroit—Granted CP to make changes in antenna, install new transmitter, and change transmitter location; conditions.

WAYX Waycross, Ga.—Granted modification of CP, to make changes in antenna and to change type of transmitter.

WBYS Canton, Ill.—Granted modification of CP which authorized new station, for approval of antenna, for approval of transmitter location and to specify studio location.

WSFT Thomaston, Ga.—Granted modification of CP which authorized new station, for approval of antenna, to

(*Continued on page 77*)

FRIENDS IN NEED!

WAIR has friends by the thousands throughout this rich, responsive market — and all of them are constantly in need of food, cosmetics, medicine, automobiles—any and everything human beings require to keep alive, keep well dressed, keep beautiful.

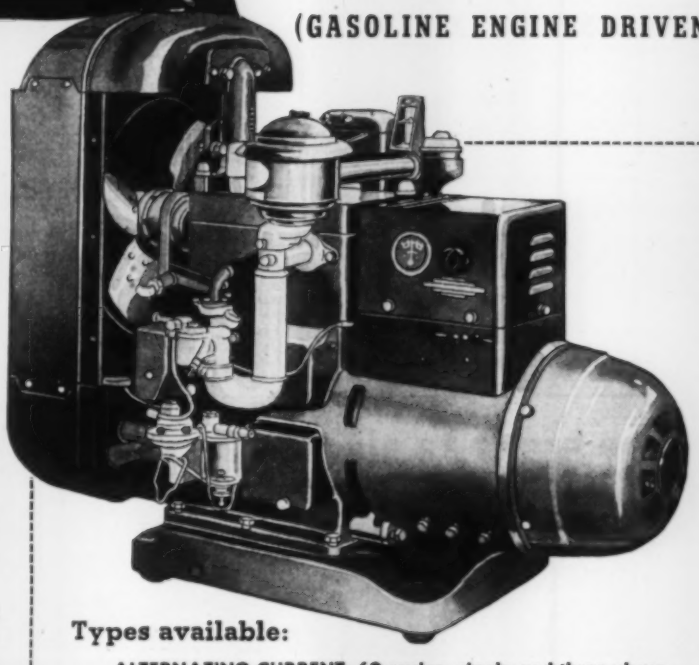
WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

Everything Electrified with

PORTABLE GENERATORS

(GASOLINE ENGINE DRIVEN)



Low WAA prices make these sturdy, all-purpose portable electric power units practical for use on jobs which have never before justified expensive equipment. Today these generator sets, designed and built for heavy duty work, are for the first time cheap enough to use for unusual jobs in out of the way places. Decide now where you can use one or more—and act immediately to take full advantage of these remarkable prices.

☆ ☆ ☆

Larger sizes can be adapted for use of natural gas fuel, other sizes are valuable for:

Stand-by Units	**Summer Camps**
Small Machine Shops	**Trailer Camps**
Saw Mills	**Carnivals and Fairs**
Radio Stations	**Mobile Power Units**
Rural and Farm Installations	**Construction Jobs**

☆ ☆ ☆

See our display booth at the Western Metal Exposition and Congress Show at Oakland, California, March 22 to 27, 1947

Types available:

ALTERNATING CURRENT: 60 cycles, single and three phase, 120-480 volts, 1½ kva. and up, priced from $250 up.

DIRECT CURRENT: 24, 110, 220 volts, ¼ to 40 KW, priced from $80 up.

All generators are sold under existing priority regulations. VETERANS OF WORLD WAR II are invited to be certified at the War Assets Administration Certifying Office serving their area, and then to purchase the materials offered herein.

EXPORTERS: Your business is solicited. If sales are conducted at various levels you will be considered as a wholesaler. Any inquiries regarding export control should be referred to Office of International Trade, Department of Commerce, Washington, D. C.

OFFICE OF GENERAL DISPOSAL

WAR ASSETS ADMINISTRATION

GOVERNMENT WAA SURPLUS

Offices located at: Atlanta • Birmingham • Boston • Charlotte • Chicago • Cincinnati • Cleveland Dallas • Denver • Detroit • Fort Worth • Helena • Houston • Jacksonville • Kansas City, Mo. • Little Rock Los Angeles • Louisville • Minneapolis • Nashville • New Orleans • New York • Omaha • Philadelphia Portland, Ore. • Richmond • Salt Lake City • St. Louis • San Antonio • San Francisco • Seattle • Spokane • Tulsa

824-2

SPONSORS

LEISURE SOAP Co., Hollywood (granulated packaged soap), has appointed Frank Oxarart Co., Los Angeles, to handle national advertising. Major portion of advertising budget will be devoted to radio, with Southern California campaign to start by March 1. Expanding to other California markets, campaign will also be centered in Texas, with station list now being prepared.

MILLIRON'S Fifth Street Store, Los Angeles (department store), has appointed Hunter Adv., Los Angeles to handle advertising. Expansion of radio is planned.

LEWIS FOOD Co., Los Angeles (Dr. Ross dog food), Feb. 10 started spot announcement schedules on KFRC KGDM KTMS KGB KOH KENO KOY. Contracts are for 13 weeks. Agency: Dan B. Miner Co., Los Angeles.

H. H. TANNER, president of H. H. Tanner Corp., Minneapolis (Portrait Cold Wave), and sponsor of audience participation CBS Pacific "Free For All" is in Hollywood for three weeks conferring with network executives on future plans for that program.

SOUTHERN CALIFORNIA CITRUS FOODS, Anaheim, Calif. (Real Gold orange juice), division of Mutual Orange Distributors, in 13 week campaign ending April 5, is using daily participation in women's programs on WTCN Minneapolis WFIL Philadelphia and WISN Milwaukee. Other stations will be added. Agency: J. Walter Thompson Co., Los Angeles.

VOICE OF CHINA Inc., Pasadena, Calif. (religious), is sponsoring seven weekly quarter-hour transcribed program "Voice of China" on 24 stations. Others will be added to list. Agency: Tom Westwood Adv., Los Angeles.

SAM COSLOW PRODUCTIONS, Hollywood, releasing through United Artists, has advertising budget of $300,000 for musical film, "Copocabana". Radio will be used. Agency: J. Walter Thompson Co., Los Angeles.

CALIFORNIA WALNUT GROWERS Assn., Los Angeles, Feb. 10 purchased three participations weekly on the "This is New York—Bill Leonard Reporting" program on WCBS New York, Mon.-Wed.-Fri., 9:15-10 a.m. Firm also started Feb. 11, three participations weekly on WCBS "Margaret Arlen" show Tues.-Thurs.-Sat., 8:45-9 a.m. Agency: McCann-Erickson, New York.

PLUTO Corp., New York (Pluto Water), has appointed William von Zehle & Co., New York, to handle advertising. Radio will be used.

SHERWOOD BULB GARDENS, Portland, Ore., has appointed Adolph L. Bloch Adv., that city, to handle advertising. Use of radio is planned.

ELECTRIC AUTO-LITE Co., Toledo, is auditioning "Attorney At Law," comedy drama show starring Parker Fennelly, as summer replacement for "Dick Haymes Show." Agency: Ruthrauff & Ryan. N. Y.

THOMAS J. LIPTON Ltd., Hoboken, N. J. (tea), has appointed Ruthrauff & Ryan, New York, for advertising in Canada effective April 1. Radio to be used.

CASA COLINA CONVALESCENT HOME for Crippled Children, Chino, Calif., has appointed John F. Whitehead & Assoc., Los Angeles, to handle advertising and promotion for half million dollar western fund raising starting April 15. Radio will spearhead campaign, with quarter hour transcribed program, "Children of Faith," used on West Coast stations.

TROUT HALL PRODUCTS, Montreal (grape fruit juice) has started spot announcements on a number of Canadian stations. Agency: Cockfield Brown & Co., Montreal.

getting ready to give 'em
BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nightime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC

A Department of Port Arthur College

MBS BMB

RADIO'S newest trio—John Beresford, merchandising manager of Sterling Drug Co.'s Centaur Division, June Havoc, musical comedy star, and Edward Whitney assistant manager of Centaur—tries out Molle singing commercial at rehearsal of NBC *Mystery Theatre*. Miss Havoc starred in "The Bride Wore Black" on *Mystery Theatre* Feb. 7.

Baltimore AM Applicant Seeks Cumberland Outlet

USE OF RADIO to bring "the entire State of Maryland and the people of the State closer together" is anticipated by Tower Realty Co., Baltimore AM applicant, which has filed a new application with FCC for a station at Cumberland, Md.

Karl F. Steinmann, Baltimore attorney and chairman of the board of Tower Realty, explained that because of Maryland's geographical condition the people of Cumberland and Baltimore "might as well live in separate states so far as exchange of news and views by radio is concerned." A state-wide radio system linking the various sections, he said, would also aid development in aviation, health, recreation, industry and other fields.

Tower Realty's Baltimore application, for 680 kc with 10 kw day and 5 kw night, has been heard by FCC in a consolidated proceeding with several other 680-kc applicants including WCBM Baltimore [BROADCASTING, Nov. 25]. The Cumberland application, for 1490 kc with 250 w fulltime, was filed shortly before the Feb. 7 deadline for consideration under FCC's temporary expediting procedure. Maj. Gen. Philip Hayes is president of Tower Realty and A. Jack Stewart is vice president in charge of radio development.

New Canada Outlets

CALL LETTERS of a new Bridgewater, N. S., station operating with 1 kw on 1000 kc will be CKBW, John F. Hirtle, manager, announces. Another new Canadian outlet at Riviere du Loup, Que., will have the call letters CJFP. It will operate with 250 w on 1470 kc. Armand Belle has been named CJFP manager.

BMB Operation Discussed By Unit of Ad Fraternity

THE BABSON Institute chapter of Alpha Delta Sigma, national advertising fraternity, devoted its Feb. 18 meeting at Babson Park, Mass., to a consideration of BMB's operation, its measurement of radio station and network audiences and the uses to which its findings may be put.

Linnea Nelson, chief timebuyer of J. Walter Thompson Co., New York, and a member of the BMB board of directors, discussed the need for a uniform measurement of station audiences which led to the formation of BMB. A motion picture on BMB followed.

The discussion panel included, besides Miss Nelson, who represented advertising agencies, A. E. Foster, manager of radio of Lever Bros. Co., Cambridge, Mass., representing advertisers, and John Karol, sales manager of CBS, representing broadcasters.

NETWORK ACCOUNTS

New Business

ZONITE PRODUCTS Corp., New York (Larvex), March 31 starts six participations weekly on CBS "This is New York—Bill Leonard Reporting" program, Mon. through Sat. 9:15-10 a.m. Agency: Erwin, Wasey & Co., New York.

BURNS CO., Vancouver, B. C. (meat packer), Feb. 18 started "Burns Chuckwagon" on 13 CBC Dominion network western stations, originating at CJOR Vancouver, Tues. 10:30-11 p.m. Agency: Stewart-Lovick, Vancouver.

Renewal Accounts

SOUTHERN COTTON OIL Co., New Orleans (Wesson oil and Snowdrift shortening), March 10 renews for 52 weeks "The Human Side of the News" with Edwin C. Hill on ABC, Mon.-Fri. 3:30-3:45 p.m. Agency: Kenyon & Eckhardt, N. Y.

KRAFT Co., Chicago, April 1 renews for 13 weeks "Kraft Music Hall" on NBC, Thurs. 9-9:30 p.m. Agency: J. Walter Thompson Co., N. Y.

Network Changes

KNOX Co., Los Angeles, Feb. 16 switched "Danger, Dr. Danfield," on ABC from Sun. 3-3:30 p.m. to 2-2:30 p.m. Agency: Robert B. Raisbeck Co., Hollywood.

TEXAS Co., New York, March 30 replaces "Eddie Bracken Show" on CBS, Sun. 9:30-10 p.m., with "Tony Martin Show." Agency for new show is Kudner Agency, New York. Buchanan & Co., New York, handled "Eddie Bracken Show."

Excess Insurance Covering
LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

FCC Actions

(*Continued from page 74*)

Decisions Cont.:

change type of transmitter, for approval of transmitter location and to specify studio location.

BY COMMISSIONER WAKEFIELD

KTBS Shreveport, La.—Granted petition for removal from hearing docket of application for CP (Docket 7598).

Feb. 20 Decisions . . .

By COMMISSION EN BANC

Transfer Control

WROK Rockford, Ill.—Granted transfer of control of 85.2% of common stock of licensee corporation from Ruth Hannah Sims (deceased) to Albert G. Sims, distributee under the will of Mrs. Ruth Hannah Sims; no monetary consideration involved.

Assignment License

KICA Clovis, N. M.—Granted consent to assignment of license from Hugh DeWitt Landis, an individual, to a partnership consisting of Hugh DeWitt Landis and Ross B. McAlister; McAlister to pay Landis $25,000 for 1/3 interest.

Assignment License

WQUA Moline, Ill.—Granted consent to assignment of license from Bruff W. Olin Jr., G. Decker French and Howard P. Eckerman, d/b as Moline Bcstg. Co., to Moline Bcstg. Corp. consisting of same persons.

Modification of CP

KSDJ San Diego, Calif.—Granted modification of CP to reduce night power from 5 kw to 1 kw DA, and to specify studio location.

AM—1470 kc

Air Waves Inc., Jamestown, N. Y.—Granted CP for new station, 1470 kc, 1 kw, daytime only; engineering conditions.

Grant Modification

KCSJ Pueblo, Col.—Granted application modifying conditional grant, so as to specify an antenna design, subject to condition that applicant agrees to satisfy legitimate complaints of blanket interference occurring within the 250° mv/m contour.

AM—640 kc

WOI Ames, Iowa—Granted SSA to operate from 6 a. m. to local sunrise (CST), on 640 kc, 1 kw, for period ending Nov. 1, 1949, or to date when final findings are adopted in clear channel hearing, whichever may be earlier. (Comr. Jett voting "no".)

AM—1400 kc

Pioneers Bcstrs., Pleasantville, N. J.—Designated for hearing application for new station, 1400 kc 250 w, unlimited time, to be heard in consolidated proceeding with application of Seaside Bcstg. Co., Atlantic City, Docket 7965.

FM—Channel Changes

To relieve FM class B channel limitations in several California areas and to provide a class B channel for Santa Cruz, changes have been made in the tentative allocation plan; see story, page 91.

FM—Conditional Grants

San Mateo County Bcstrs., San Mateo, Calif.—Authorized conditional FM grant of class A station subject to further review and approval of engineering details.

Okla. Press Pub. Co., Muskogee, Okla.—Same except class B station.

WLEU Erie, Pa.—Same.

W. Wright Esch, Daytona Beach, Fla.—Same.

Wichtex Bcstg. Co., Wichita Falls, Tex.—Same.

FM—Antenna

KGDM Stockton, Calif.—Granted CP to install FM antenna upon the northwest tower of DA system.

Petition Dismissed

Inter-City Adv., Co., Charlotte, N. C.—Dismissed as moot petition requesting reconsideration and grant of its FM application.

CP Reissued

American Bcstg. Corp., Lexington, Ky.—Authorized reissuance of a superceding CP to the American Bcstg. Corp., with same conditions and date of issuance as the CP issued to the American Bcstg. Corp. of Ky., to cover change in corporate name.

Modification of CPs

WGN Chicago—Granted modification of CP to extend completion date for period of six months.

Beckley Newspapers Corp., Beckley, W. Va.—Same.

Joe L. Smith Jr., Beckley, W. Va.—Same.

Middle Ga. Bcstg. Co., Macon, Ga.—Granted modification of CP to extend completion date for period of six months.

Johnston Bcstg. Co., Birmingham, Ala.—Same.

General Electric Co., Schenectady, N. Y.—Granted modification of CP to extend completion date for period of three months.

TV—License Renewals

Allen B. DuMont Labs., New York—Granted renewal of license for period ending Feb. 1, 1948, of W2XNG.

State Univ. of Iowa, Iowa—Same for W9XUI.

TV—Extension

Allen B. DuMont Labs., Washington, D. C.—Granted extension of special temporary authorization to operate television station WTTG on commercial basis using equipment of experimental television station W3XWT, for period of 90 days beginning Feb. 26, 1947.

Petitions Granted

The Commission granted petitions of Universal Bcstg. Co., the Metropolis Co., Sun Country Bcstg. Co., Allen T. Simmons, and Allen B. DuMont Labs., to participate in oral argument in matter of Rules and Regulations concerning Multiple Ownership of Broadcast Stations (Docket 8050), and ordered that these petitioners be made parties to the proceeding.

Feb. 20 Applications . . .

ACCEPTED FOR FILING

AM—1350 kc

WGAD Gadsden, Ala.—Modification of CP which authorized new standard station for extension of completion date.

AM—550 kc

KOY Phoenix, Ariz.—CP to increase power from 1 kw day and night to 5 kw day and 1 kw night and install new transmitter.

FM—Unassigned

Arthur H. Croghan, Santa Monica, Calif.—CP for new (class A) FM station, frequency to be assigned by FCC, ERP 1 kw.

AM—1490 kc

KBOL Boulder, Col.—License to cover CP as modified, which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—910 kc

KPOF near Denver, Col.—Modification of CP, as modified, which authorized increase in power and installation of new transmitter, for extension of completion date.

Modification of CP

WPDQ Jacksonville, Fla.—Modification of CP; as modified, which authorized change in frequency, installation of new DA for night use and new ground system, for extension of completion date.

FM—98.5 mc

General Bcstg. Co., Atlanta, Ga.—CP for new (class B) FM station, channel 253, 98.5 mc, ERP 20 kw and antenna height above average terrain 350 feet.

AM—1440 kc

KEIO Pocatello, Ida.—CP to change frequency from 1450 to 1440 kc, increase 250 w to 500 w, install new transmitter and DA for day and night use.

AM—1080 kc

WCAZ Carthage, Ill.—Modification of CP which authorized to change frequency, increase power, install new transmitter and antenna and change studio and transmitter locations, for extension of completion date.

AM—1460 kc

KSO Des Moines—Modification of CP, as modified, which authorized changes in DA for night use, installation of new transmitter and FM antenna on top of AM tower, and change in transmitter location, for extension of completion date.

AM—910 kc

WCOC Meridian, Miss.—Modification of CP, as modified, which authorized increase in power and installation of new transmitter, for extension of completion date.

AM—1100 kc

WGAT Utica, N. Y.—License to cover CP, as modified, which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

WFLB Fayetteville, N. C.—Modification of CP, as modified, which authorized new standard station, to make changes in vertical antenna.

AM—1400 kc

KWIN Ashland, Ore.—CP to install new transmitter.

Red Cross Radio Day

THE FOUR MAJOR networks will cooperate in observance of Red Cross Radio Day next Friday (Feb. 28) in connection with the forthcoming 1947 American Red Cross fund campaign. Following previous custom, each network will ask its commercial clients having programs on the air that day to tie in or cross-refer to the campaign. The day will be climaxed by an appeal by President Truman, speaking from the White House from 10-10:05 p. m., for public support of the annual Red Cross drive. The President will be introduced by Basil O'Connor, Red Cross national chairman.

AM—1070 kc

KBKI Alice, Tex.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—770 kc

KXA Seattle, Wash.—CP to increase power from 1 to 50 kw, change hours of operation from limited time to unlimited time, install new transmitter and DA for day and night use and change transmitter location.

FM—90.7 mc

Mitchell G. Myers, Ruben E. Aronheim and Milton H. Myers, Waterbury, Conn.—CP for new (metropolitan) FM station, channel 214, 90.7 mc.—AMENDED: to change name from Mitchell G. Myers Ruben E. Aronheim & Milton H. Myers, to The Mattatuck Bcstg. Co.

AM—930 kc

Elyria-Lorain Bcstg. Co., Elyria, Ohio—CP for new standard station, 930 kc, 1 kw night, 5 kw day, DA unlimited.—AMENDED: to change power from 1 kw night, 5 kw day to 1 kw, modify DA, change type of transmitter and change transmitter location.

AM—600 kc

Blackstone Bcstg. Co., Tyler, Tex.—CP for new standard station, 940 kc, 250 w, daytime.—AMENDED: to change frequency from 940 to 600 kc, change power from 250 w daytime to 500 w daytime; change type transmitter and changes re officers, directors and stockholders.

AM—1460 kc

San Fernando Valley Bcstg Co., San Fernando, Calif.—CP for new standard station, 1460 kc 250 w, unlimited.—AMENDED: to change trade name of applicant from San Fernando Valley Bcstg. Co. to Valley Bcstg. Co.; change frequency from 1450 to 1460 kc, hours of operation from unlimited to daytime; make changes in antenna and change transmitter location.

ACCEPTED FOR FILING

AM—670 kc

Southwestern Bcstg. Co., North Little Rock, Ark.—CP for new standard station, 670 kc, 1 kw, daytime.

AM—1020 kc

KFVD Los Angeles—License to cover CP, as modified, which authorized installation of new transmitter, increase power, and change transmitter location.

AM—1230 kc

Public Interest Bcstrs., Madera, Calif.—CP for new standard station, 1230 kc, 250 w, unlimited.

Modification of CP

KCRW Santa Monica, Calif.—Modification of CP which authorized new noncommercial educational station, to change studio location and for extension of commencement and completion dates.

Remote Pickup

Pikes Peak Bcstg. Co., area of Colorado Springs, Col.—CP for new remote pickup station, 1622 2058, 2150 and 2790 kc, 100 w, emission A1, A2, A3.

AM—800 kc

WWPF Palatka, Fla.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

WSIR Winter Haven, Fla.—License to cover CP as modified, which authorized new standard station and to specify studio location; authority to determine operating power by direct measurement of antenna power.

Remote Pickup

General Bcstg. Co., area of Atlanta, Ga.—CP for new remote pickup station, 156.75, 158.40 mc, 50 w; emission: special for FM.

AM—1190 kc

WBIX Rome, Ga.—License to cover CP, as modified, which authorized new standard station and for change of studio location; authority to determine operating power by direct measurement of antenna power.

Modification of CP

WKIL Kankakee, Ill.—Modification of CP which authorized new FM station, to make changes in antenna system and change commencement and completion dates.

AM—1550 kc

Waukegan Bcstg. Corp., Waukegan, Ill.—CP for new standard station, 1550 kc, 250 w, daytime.

AM—1170 kc

Iowa City Bcstg. Co., Iowa City—CP for new standard station, 1170 kc, 250 w, daytime.

AM—900 kc

Concordia Bcstg. Co., Concordia, Kan.—CP for new standard station, 900 kc, 250 w, daytime.

FM—Unassigned

Modern Bcstg Co. of Baton Rouge, Baton Rouge, La.—CP for new FM station, frequency to be assigned by FCC in 100 mc band and ERP 3.1 kw.

AM—1440 kc

KMLB Monroe, La.—CP to make changes in DA pattern for night operation.

AM—1400 kc

Radio New Orleans, New Orleans—CP for new standard station, 1400 kc, 250 w, unlimited.

AM—1130 kc

Davis Bcstg. System, Lewiston, Me.—CP for new standard station, 1130 kc, 250 w, daytime.

Modification of CP

WOOK Silver Spring, Md.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to change studio location.

Modification of CP

WHBF-FM Benton Harbor, Mich.—Modification of CP which authorized new FM station, to change completion date.

Modification of CP

WWDT Detroit—Modification of CP, as modified, which authorized new commercial television station, to change transmitter location and to change type of transmitter.

AM—1340 kc

Ridson Inc., Eveleth, Minn.—CP for new standard station, 1340 kc, 250 w, unlimited.

AM—1490 kc

Gene Tibbett Sr., Philadelphia, Miss.—CP for new standard station, 1490 kc, 250 w, unlimited.

AM—1450 kc

North Missouri Bcstg. Co., Kirksville, Mo.—CP for new standard station, 1450 kc, 250 w, unlimited.

AM—1490 kc

KBOW Butte, Mont.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

Modification of CP

WLWT Cincinnati—Modification of CP which authorized construction of new commercial television station, to change antenna system.

FM—Amendment

Board of Education, Toledo City School District, Toledo, Ohio—CP for new noncommercial educational station, 42,100, 42,300, 42,500 42 700 and 42,900 kc (whichever is available), 250 w, emission: special for FM and unlimited hours.—AMENDED: to change transmitter, antenna system.

AM—640 kc

WNAD Norman, Okla.—CP to increase power from 1 to 5 kw, install new transmitter and DA for day use with FM antenna mounted on No. 1 tower, and change transmitter and studio locations.

AM—1100 kc

WGPA Bethlehem, Pa.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

Modification of CP

WKOK-FM Sunbury, Pa.—Modification of CP, as modified, which authorized

(*Continued on page 78*)

Hon. William Dekker
McCann-Erickson, Inc.
New York City

Dear Bill:

Harry Brawley, our education director is out stirrin' up the town again . . . this time Harry has started the WCHS Radio Forum. Every Tuesday night Harry gets some friendly "enemies" to come up to our studios and fight it out over the air. . . . Harry stands by as a sort of referee. Yes Sir, that's our Harry, always keepin' the folks 'roused up and talkin' about WCHS.

Yrs.
Algy

WCHS
Charleston, W. Va.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

FCC Actions

(*Continued from page 77*)

Applications Cont.:

new FM station, to change commencement and completion dates.

AM—1190 kc

Arecibo Bcstg. Co., Arecibo, P. R.—CP for new standard station, 1400 kc, 250 w, unlimited.—AMENDED: to change frequency from 1400 to 1190 kc.

Modification of CP

WPTL Providence, R. I.—Modification of CP which authorized new non-commercial educational station, for extension of commencement and completion dates.

Pickup License

KRMM Dallas Tex.—License to cover CP which authorized new remote pickup station.

AM—1010 kc

Top of Texas Bcstg. Co., Amarillo, Tex.—CP for new standard station, 1010 kc, 1 kw, daytime.

AM—1220 kc

Burton V. Denison Jr., Denison, Tex.—CP for new standard station, 1220 kc, 1 kw, daytime.

AM—1290 kc

KRGV Weslaco, Tex.—CP to increase power from 1 to 5 kw, install new transmitter and DA for day and night use and change transmitter and studio location.

AM—1430 kc

The Capital Bcstg. Co., Annapolis, Md.—CP for new standard station. 1430 kc, 500 w, DA for night use, unlimited.—AMENDED: re change in stockholders.

AM—850 kc

WKBZ Muskegon, Mich.—CP to change frequency from 1490 to 1230 kc.—AMENDED: to change frequency from 1230 to 850 kc, power from 250 w to 1 kw, install DA for day and night use, change type of transmitter and transmitter location.

AM—1240 kc

Pocahontas Bcstg. Corp., Bluefield, W. Va.—CP for new standard station, 1240 kc, 250 w, unlimited.—AMENDED: re stock distribution.

AM—1290 kc

WIRK West Palm Beach, Fla.—Modification of CP which authorized new standard station, for approval of antenna and transmitter location.—AMENDED: re change transmitter location.

AM—1080 kc

Scotland Bcstg. Co., Laurinburg, N. C.—CP for new standard station. 1230 kc, 250 w, unlimited.—AMENDED: to change frequency from 1230 to 1080 kc, power from 250 w to 1 kw daytime only; hours of operation from unlimited to daytime and change type of transmitter.

AM—1300 kc

Midwest Bcstg. Co., Mt. Vernon, Ill.—CP for new standard station, 940 kc, 500 w, daytime.—AMENDED: to change frequency from 940 to 1300 kc.

AM—680 kc

KFEQ St. Joseph, Mo.—CP to increase power from 5 kw day and night to 10 kw day and 5 kw night. install new transmitter, and make changes in DA for day and night use.—AMENDED: to change use of DA to night use only and non-directional day.

AM—1260 kc

Grand Forks Herald, Grand Forks, N. D.—CP for new standard station, 1400 kc, 250 w, unlimited.—AMENDED: to change frequency from 1400 to 1260 kc, 250 w to 500 w night, 1 kw day. change type of transmitter, install DA for night use and change transmitter location.

FM—Unassigned

Neenah-Menasha Bcstg. Co., Neenah, Wis.—CP for new FM station, (class B), frequency to be assigned by FCC, ERP 8.3 kw and antenna height above average terrain 308 feet.—AMENDED to make minor changes in geographic coordinates.

AM—1490 kc

Burbank Bcstrs., Burbank, Calif.—CP for new standard station. 1490 kc, 250 w, unlimited.—AMENDED re stockholders.

FM—Unassigned

School of Radio Arts, Hollywood, Calif.—CP for new FM station (class A), frequency to be assigned.—AMENDED: to change transmitter location, studio location and make changes in antenna system.

AM—1150 kc

Contra Costa Bcstg. Co., Richmond, Calif.—CP for new standard station, 710 kc, 250 w, daytime.—AMENDED: to change frequency from 710 to 1150 kc. power from 1 kw to 250 w and change type transmitter.

License Renewals

United Bcstg. Co., Seven Hills Village, Ohio—License renewal developmental station W8XUB.

McClatchy Bcstg. Co., area of Fresno, Calif.—License renewal relay station KBGA.

Westinghouse Radio Station Inc., Boston—License renewal ST station W1XVJ.

Application Returned:

AM—830 kc

KFWB Los Angeles—CP to change frequency from 980 to 830 kc, increase power from 5 kw to 50 kw, install new transmitter and DA for day and night use and change transmitter location. RETURNED Feb. 14, conflict with 3.25 (a).

Application Dismissed:

AM—1420 kc

KNOW Austin, Tex.—CP to change frequency from 1490 to 1420 kc, increase power from 250 w day and night to 5 kw day and 1 kw night, install new transmitter and DA for night use, and change transmitter location. Dismissed Feb. 17, request of attorney.

TENDERED FOR FILING
(Since Feb. 7)

AM—1240 kc

Eastern Radio Corp., Reading, Pa.—Consent to transfer of control from G. F. Landon. Betty W. Landon, Lucinda Converse, Dorothy B. Woodall, Patricia Bacon and Max O'Rell Truitt to Humboldt J. Greig, Jessie P. Greig, Robert G. Magee and Thomas P. Robinson.

AM—670 kc

Shebelut Chevrolet Co., Madera, Calif.—CP for new standard station, 670 kc, 250 w, unlimited.

AM—1400 kc

WRRN Warren, Ohio—Consent to assignment of license to Nied & Stevens Inc.

AM—1340 kc

WFIG Sumter, S. C.—Consent to transfer of control from J. Samuel Brody, T. Douglas Youngblood and Ruth B. Brody to Hubert D. Osteen, Robert E. Graham, Ernest C. Stroman, Clifton G. Brown, Fulton B. Creech, John Clarke Hughes, William C. McManus, Julius E. Eldridge, William C. Eldridge, S. F. Stoudenmire, Edwin L. Freeman, William G. Blackwell, A. T. Heath Jr., Bert L. Montague, Simon K. Rowland, George B. Sibert, Maurice B. Morrow and Jasper H. Lawson.

AM—1240 kc

KXOX Sweetwater, Tex.—Consent to transfer of control from Mittie Agnes McBeath and Lolita McBeath to J. S. McBeath.

Modification of CP

KONO Seattle, Wash.—Modification of CP for changes in antenna system, install new transmitter and change type of transmitter using 50 kw and DA for night use.

Hearings Before FCC . . .

FEB. 24 10 A. M.

Oral Argument

In the Matter of Rules and Regulations Concerning Multiple Ownership of Broadcast Stations; oral argument before Commission en banc, room 6121 FCC Hqtrs.

AM—Hearing

WARC Inc., Rochester, N. Y.—CP 1600 kc, 5 kw unl. (Facilities WSAY when vacated.)

AM—Hearing

KYW Philadelphia—CP 1060 kc, 50 kw, DA, unl. Intervenor: Deep South Bcstg. Corp., New Orleans.

AM—Hearing

Enterprise Pub. Co., Douglas, Ga.—CP, 1490 kc, 250 w, unl. Intervenor: WMJM Cordele, Ga.

FEB. 24-25—10 A. M.

AM—Hearing

Seaside Bcstg. Co., Atlantic City—CP 1400 kc, 250 w, unl. To be held Recorders Court Room, City Hall, Atlantic City.

AM—Hearing

San Fernando Valley Bcstg. Co., Kenneth O. Tinkham, San Fernando, Calif.—CPs, 1260 kc, 1 kw, unl. Parties respondent: KGFJ KFOX KFPC KYA.

FEB. 25—10 A. M.

AM—Hearing

KRRV Sherman, Tex.—CP, 910 kc 5 kw, unl. DA-DN.

Miami Bcstg. Co., Miami—CP, 910 kc, 1 kw, unl. DA.

The KJAN Bcstg. Co., Opelousas, La.—Same.

FEB. 26-28—10 A. M.

AM—Hearing

J. B. Fuqua, Greenville, S. C.—CP, 1240 kc, 250 w, unl.

William M. Drace, Greer, S. C.—Same. To be held in court room. Federal Bldg., Greenville.

FEB. 27—10 A. M.

AM—Hearing

KFDM Beaumont, Tex.—CP 560 kc, 5 kw, unl. DA-N.

AM—Hearing

Johnston Bcstg. Co., Birmingham, Ala.—CP 350 kc, 1 kw, 5 kw LS, unl. DA-N.
Thomas N. Beach, Birmingham, Ala.—850 kc, 1 kw, 5 kw, unl. DA-N.

Promotion

(*Continued from page 17*)

with personnel so employes become supporters of the industry. He is preparing a booklet to be titled, "What a Swell Place Radio Is to Work."

Frank M. Russell, NBC Washington vice president, told of progress in securing parity for radio newsmen in official Washington.

At the meeting, besides Chairman Nunn and Mr. Mason, were George Crandall, CBS; James LaGate, WIOD Miami; Carl Haverlin, MBS; Craig Lawrence, WCOP; Merrill Lindsay, Decatur, Ill.; Harold Wheelahan, WSMB New Orleans. Mr. Russell is board liaison member. From NAB besides Messrs. Miller, Willard and Doherty were C. E. Arney Jr., secretary-treasurer; Charles Batson, director of information; Ben Miller, assistant director of information; Mrs. Lewis.

VARIED TV PROGRAMS PLANNED FOR BORDEN

WHEN KENYON & Eckhardt takes over the Borden Co. telecasts March 1, the emphasis will be on the treatment of video commercials rather than on programming per se, agency spokesmen said last week. Instead of presenting a weekly series with a single theme, such as *I Love To Eat*, which the company, through Young & Rubicam has had on WNBT New York as a Friday evening series, K & E plans to experiment with a number of varied types of video programs, including special events as well as studio programs.

Arthur Moore, producer of Borden's *County Fair* broadcasts on CBS, also will produce the company's test videocasts, assisted by Tom Carpenter, agency continuity editor, who will supervise the commercials, and Garth Montgomery, commercial writer. All Borden products will be advertised on the television broadcasts, which will not be confined to those normally handled by K & E. Aim of the series will be to discover the most effective type of commercial for the Borden products.

Suggestion was made that a similar experimental technique might be applied to network broadcasting, with clients whose budgets are too small to permit sponsorship of a continuing network program perhaps buying one-time sponsorship of network shows.

Petrillo

(*Continued from page 18*)

give reasons for its actions so there could be some appeal to a "disinterested court or tribunal."

"Perversion of the intent of our laws," he said, "has made it possible for ambitious labor leaders like Petrillo to establish themselves as dictators over large sections of our populace and to usurp powers not even permitted the Congress by the Constitution of the United States."

Fears Groundless

Dr. Maddy told BROADCASTING that "radio won't survive if nobody but union musicians can perform. It takes more than that to develop talent." Earlier he had told the committee that there is no basis to Mr. Petrillo's fears of competition from students. Few music students, "not more than 3%," have the desire or capacity to become professional musicians. The remaining 97%, he maintained, will become supporters of better music on the radio, in motion pictures, symphony orchestras, operas, recordings, thus increasing demand for good music and therefore musicians.

Meanwhile, Chairman Hartley on Thursday urged Rep. Leo. E. Allen (R-Ill.), chairman of the House Rules Committee, to speed action on a resolution which would grant subpoena powers to his group. It was learned that favorable action by the Rules Committee was expected within a week and that the House may also be expected to vote the resolution into effect without much delay.

Rep. Clare E. Hoffman (R-Mich.), a member of the Labor Committee, told BROADCASTING that he would like an opportunity to question Mr. Petrillo but declared that committee members would need more than the five minutes now permitted them for cross-examination. "The long, involved statements made before the committee by witnesses," he declared, "have much less value when we are not permitted to inquire thoroughly into the pertinent facts."

No Interest

LISTING given in BROADCASTING, Feb. 17, of applications filed with FCC in pre-deadline rush incorrectly identified Ronald B. Woodyard as operating WHOO Orlando, Fla. The mistaken reference was in item concerning Fort Lauderdale application of Mary W. Martin. WHOO is owned by Orlando Daily Newspapers Inc. with Martin Anderson as president and 39.2% stockholder. Mr. Anderson stated last week that he and Mr. Woodyard came to an amicable parting when it developed that the latter's other radio interests precluded his presence in Orlando to set up the new outlet.

ICKES TO BE ON WGAY

Former Secretary of Interior To Start Series March 4

Mr. Kluge (l) and Mr. Ickes

THE CURMUDGEON, former Interior Secretary, Harold L. Ickes, completed negotiations Wednesday with John W. Kluge, president of WGAY Silver Spring, Md., for a weekly commentary which will be broadcast at 5:30 each Tuesday afternoon, beginning March 4.

General Manager Joseph L. Brechner, writer of "The First Two Months Are the Hardest" [BROADCASTING, Jan. 27], said the signing of Mr. Ickes represented a "scoop" for WGAY, while Mr. Ickes explained his choice by the fact that "they asked me first."

Present plans are for Mr. Ickes to broadcast exclusively for WGAY, with costs to be borne by the station until suitable sponsorship becomes available. The former Interior Secretary has the contractual privilege of deciding the acceptability of sponsors, with assurances of "complete freedom in preparing his broadcasts."

The station also is planning to make transcriptions of the Ickes program available to small stations throughout the country "so they may have the benefit of an independent provocative critic of American politics today."

Reports that Mr. Ickes has a financial interest in WGAY were denied by Mr. Brechner who said the former cabinet member turned columnist was approached "cold," with nothing but hope that he would be interested.

Opens New Office

J. M. HICKERSON Inc., New York, has announced the opening of a Cleveland office, at 1900 Superior Ave., and the appointment of Arthur E. Smith as manager. Office was established to serve the Premier Vacuum Cleaner Division, General Electric Co., and member utilities and others interested in the Edison Electric Institute. Mr. Smith formerly served as advertising and promotion manager of the Premier Vacuum Cleaner Division and also was associated with BBDO Minneapolis, and the Home Appliance Dept. of General Mills.

RMA Group Plans Low-Cost FM Sets

Committee Named by Board During Chicago Meet

THE RMA Board of Directors, at its quarterly meeting in the Stevens Hotel, Chicago, accepted an invitation extended by the newly-formed FM Association to meet to discuss the problem of low-cost FM receivers.

In appointing a committee which will meet with a similar committee of the FMA, the board said it would be fully prepared to supply production figures on FM receivers. The board also said such a meeting would help materially in combating publicity given by FM stations warning the public not to buy radios without FM. Such publicity, they declared, actually caused the listening audience to hesitate in considering the purchase of FM and combination receivers.

The committee appointed to meet with the FMA includes: Larry F. Hardy, Philco Radio, chairman; H. C. Bonfig, Zenith; Benjamin Abrams, Emerson; E. A. Nicholas, Farnsworth, and S. P. Taylor, WE.

The board also approved a resolution to hold the first industry banquet since the war at the RMA's annual convention, June 10-13 at the Stevens Hotel, and adopted unanimously a report made earlier by W. R. G. Baker, director of engineering for RMA, condemning the CBS petition for mechanical colorvision made before the FCC.

Other business included approving a recommendation by the RMA advertising committee appointing Fred L. Dean organization New York, to handle promotion for the association's proposed "radio in every room" campaign, and the choice of Seaview Country Club, Atlantic City, as the site of the board's next quarterly meeting in April. At that time the association will play host to the Canadian RMA directors.

Avlen to UN

PETER AVLEN, former general supervisor of international service for CBC, last week succeeded Vernon Duckworth-Barker as head of the UN radio division. Mr. Avlen joined CBC in 1934 and has worked as program organizer and as station manager in Vancouver, Toronto and Ottawa. Mr. Duckworth-Barker will take over the UN information office in Geneva.

Decca Director

ISIDOR LUBIN, United States representative on the Economic and Employment Commission of the United Nations, and president and chairman of the Board of Confidential Reports Inc., has been elected a director of Decca Records Inc., New York, Jack Kapp, president of the firm, announced last week.

Delivers Coverage of North Carolina's No: 1 Market

- Winston-Salem
- Greensboro
- High Point

WSJS

WINSTON-SALEM

NBC

Affiliate for

THE TRI-CITIES

★

Represented by

HEADLEY-REED COMPANY

1947 *A Century of Progress*

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL

SALT LAKE CITY

UTAH'S NBC STATION

National Representative:

JOHN BLAIR & CO.

Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been *selling* on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

The SCHOOL of RADIO TECHNIQUE

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

RESULTS?
THAT'S US!
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—SOON!
Interested? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

Trends

(Continued from page 18)

by geographic areas and city-size follow:

TABLE V

REGION	1 %	2 %	3 %	4 %	5 %
Pacific & Mountain	67	23	3	—	7
West Central	57	29	3	3	8
East Central	48	37	4	7	4
Middle Atlantic & New England	52	36	8	—	4
South Atlantic	55	33	6	6	—
CITY SIZE—					
500,000 & Over	60	30	—	10	—
100,000-500,000	57	27	5	6	5
25,000-100,000	48	41	5	4	2
10,000-25,000	60	30	5	—	5
Under 10,000	74	13	—	—	13

1—Yes.
2—No.
3—Don't Know.
4—Yes on Day or Night Coverage Only.
5—Unanswered.

Non-network affiliates find least agreement between their previous coverage claims and BMB figures. NBC stations encounter more differences between previous coverage figures and BMB than any other network group; Mutual stations find fewer differences. Analysis of replies to the question: "Is the BMB report for your station consistent with other coverage data you have?" by network affiliation follows:

TABLE VI

Network Affiliation—	1 %	2 %	3 %	4 %	5 %
ABC	54	28	2	9	7
CBS	63	29	4	—	4
MBS	63	27	2	2	6
NBC	52	33	11	—	4
No Affiliation	50	43	7	—	—

1—Yes.
2—No.
3—Don't Know.
4—Yes on Day or Night Coverage Only.
5—Unanswered.

Stations with high rates ($200 per hour and over) discover less difference between previous coverage claims and BMB figures than stations with lower rates. Stations in the under-$100-per-hour class consider BMB figures less consistent with previous coverage data. Analysis of replies to this question: "Is the BMB report for your station consistent with other coverage data you have?" by base-hour rate follows:

TABLE VII

Class "A" Hourly Rate—	1 %	2 %	3 %	4 %	5 %
Less than $100	56	33	3	1	7
$100-$199	52	30	11	7	—
$200 & over	63	28	—	3	6

1—Yes.
2—No.
3—Don't Know.
4—Yes on Day or Night Coverage Only.
5—Unanswered.

"Is the BMB report for your station consistent with your opinion of your station's actual performance?"

WHEN Edward J. Noble, (r) principal owner of ABC and chairman of the board, paid a visit to WDAR Savannah, he was welcomed by Station Manager John P. Dyer. Mr. Noble is owner of isolated St. Catherine's Island, off the coast of Georgia and while in residence there keeps in touch with affairs in New York by radio telephone.

TABLE VIII

Yes	45%
No	28
Don't Know	2
Yes on Day or Night Coverage Only	1
Unanswered	24

Twenty-four percent of BMB subscribers chose not to answer this question. Distribution of the replies of those who did answer follows very closely the answers to the previous question. Detailed replies by network affiliation, region, city size and base rate follow:

TABLE IX

AFFILIATION	1 %	2 %	3 %	4 %	5 %
ABC	46	26	—	2	26
CBS	52	26	—	—	22
MBS	50	22	2	2	24
NBC	37	33	8	—	22
No Affiliation	43	43	—	—	14
REGION—					
Pacific & Mountain	54	23	—	—	23
West Central	50	26	—	—	24
East Central	40	26	4	4	26
Middle Atlantic & New England	36	32	4	4	24
South Atlantic	40	33	3	—	24
CITY SIZE—					
500,000 & Over	60	40	—	—	—
100,000-500,000	38	19	3	5	35
25,000-100,000	43	33	4	—	20
10,000-25,000	43	27	—	—	30
Under 10,000	60	27	—	—	13
CLASS "A" HOURLY RATE—					
Less than $100	44	32	1	—	23
$100-$199	37	24	4	4	31
$200 & over	56	25	—	—	19

1—Yes.
2—No.
3—Don't Know.
4—Yes on Day or Night Coverage Only.
5—Unanswered.

The 28% who answered "No" to either question: "Is the BMB report for your station consistent with other coverage data?", or "consistent with your opinion of your station's actual performance?", were asked:

"Do you feel BMB credits your station with too much or too little coverage?"

Thirty-five percent responded "too much"; 65% "too little". The replies of this 28% are shown below, tabulated by region, city size, network affiliation and Class "A" hourly rates:

"If no, do you feel BMB credits your station with too much or too little coverage?"

TABLE X

REGION	Too Much	Too Little
Pacific & Mountain	14%	86%
West Central	46	54
East Central	30	70
Middle Atlantic & New England	45	55
South Atlantic	27	73
CITY SIZE—		
500,000 & Over	100	—
100,000-500,000	60	40
25,000-100,000	36	64
10,000-25,000	8	92
Under 10,000	—	100
AFFILIATION—		
ABC	40	60
CBS	44	56
MBS	31	69
NBC	60	40
No Affiliation	—	100
CLASS "A" HOURLY RATE—		
Less than $100	18	82
$100-$199	40	60
$200 & over	78	22

It is evident from the above table that size of city is the most important influence in shaping the opinions of the group who consider previous coverage claims inconsistent with BMB figures. Many big city station managers indicated that BMB figures credited them with more coverage than they previously claimed. The smaller the city in which a station manager is located, the more likely he is to report that previous coverage measurements credited him with more coverage than BMB.

A similar pattern emerges from the analysis of opinions according to base hour rate. The higher his base hour rate, the more a station manager is likely to believe that BMB credits his station with coverage greater than he had previously been led to accept.

BROADCASTING TRENDS' next survey of station managers' attitudes toward BMB will report the industry's answers to these questions: "How often do you think BMB surveys should be made?" and "Are your BMB costs high, low, or fair?"

Joins Hicks Firm

GEORGE WEISSMAN, formerly traffic manager of Abbott Kimball Co., New York, has joined Lawrence Boles Hicks, New York, as general manager in charge of the traffic and production departments.

New Beulah

AFTER a 12-month search for a new "Beulah," character created by the late Marlin Hurt, ABC ended the hunt in Atlanta, Ga., where it found Bob Corley who will play the role each Monday on ABC beginning Feb. 24, 9-9:30 p. m. Mr. Corley has been heard before on his home town station and was active in the Veterans Theatre, Inc.

WMID Atlantic City (250 w, 1340 kc) will go on the air in June as the 400th MBS affiliate. Owners of station, who have just completed negotiations with network, are greeted by Carl Haverlin (second from r), MBS vp in charge of station relations (l to r): Paul Hancock, MBS director of station relations research; Earl M. Johnson, Mutual's director of engineering, and (extreme r) Charles Singer, assistant chief engineer, WOR.

AAUW in Capital Hears Talks on Radio's Goals

"WHERE IS Radio Going?" was subject discussed before American Assn. of University Women at their headquarters in Washington last Monday.

Participating in two-hour panel were Mrs. G. Minsier Hostettler, radio chairman, Maryland League of Women Voters and "League Reporter" on WBAL Baltimore; Mrs. William Willard, radio chairman, Junior League of the District of Columbia; and representing radio: Charter Heslep, Washington representative, MBS; Robert K. Richards, editorial director, BROADCASTING.

Egg and I Spots

UNIVERSAL - INTERNATIONAL Pictures, New York and Hollywood, on Feb. 24 begins a spot campaign for its new film *The Egg and I* in more than 30 major cities in the U. S. and Canada on at least two stations in each market. More than $50,000 will be spent on the campaign which will extend for six weeks. Twenty-eight spot announcements will be placed on each station during the campaign. Agency is Monroe Greenthal Co., Inc., New York.

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA

B.B.M.
5000 WATTS
630 KC

Ask Jos. Weed & Company
350 Madison Ave., N. Y.

CFCY

The Friendly Voice of the Maritimes
CHARLOTTETOWN

Federal Communications Bar Elects Reed Rollo President

REED T. ROLLO, Washington resident partner of Kirkland, Fleming, Green, Martin & Ellis, was elected president of the Federal Communications Bar Assn. at its annual meeting last Tuesday.

Elected without opposition, Mr. Rollo succeeds Philip G. Loucks of the Washington firm of Loucks & Scharfeld. Other officers were elected as follows, also without opposition:

Carl I. Wheat, former assistant general counsel of FCC, first vice president; Guilford Jamieson, second vice president; Russell Rowell, treasurer; John H. Midlin, secretary, and Arthur W. Scharfeld and Neville Miller, former NAB president, members of the executive committee.

Mr. Loucks would automatically have been made a member of the executive committee under customary procedure, but he asked that he not be considered because he felt the board should not be self-perpetuating.

The FCBA's new president was second vice president during 1946. In addition to Mr. Loucks, other 1946 officers included Ralph Van Orsdel, first vice president; William A. Porter, secretary, and Arthur H. Schroeder, treasurer.

Proposes FCBA Office

The nominations were made by a committee headed by Horace L. Lohnes, of Dow, Lohnes & Albertson [BROADCASTING, Feb. 3]. Other committeemen were Louis G. Caldwell, Eliot C. Lovett, Frank Roberson, and S. Whitney Landon.

Mr. ROLLO

In a short business meeting a proposal was made by Mr. Lohnes that FCBA establish an office to compile, keep current, and supply members with FCC rules and regulations, copies of Commission "policy" decisions and releases, and similar FCC information needed by attorneys. It was reported that NAB is considering a similar plan and that a trade publication, not identified, also has a comparable service under consideration. Mr. Lohnes' proposal was referred to the executive committee with authority to investigate and act.

A reception and cocktail party were held in the Sapphire Room, Mayflower Hotel, after the business meeting.

Duopoly

(*Continued from page 20*)

tative of the assignees shall be eliminated and there shall be no joint representation of the stations locally, nationally, or otherwise, for any purpose;

8. Neither assignee shall at any time operate simultaneously on 820 kc and 570 kc;

9. Although the assignees will continue to own jointly a single transmitter for broadcasting on 820 kc (Stations WFAA and WBAP) and will acquire and maintain joint ownership of KGKO's present transmitter for broadcasting on 570 kc, each of the transmitting plants and its attendant technical employes shall be, at any given time, solely and completely under the jurisdiction of the licensee then using the transmitter plant's facilities for broadcasting.

While the assignment of two frequencies to a single station is rare, it is not unprecedented. One such instance was in the case of WBAL Baltimore, which for many years operated under a special service authorization on two channels, synchronizing with WJZ New York after 9 p.m. so that WTIC Hartford could operate without undue interference.

Clay Osborne to Manage New Santa Monica Outlet

CLAY OSBORNE, in radio and national advertising for 20 years, has been appointed general manager of KOWL, new 5 kw Santa Monica, Calif., station on 1580 kc now under construction. His appointment was announced by Arthur Croghan, licensee.

Before the war Mr. Osborne was Hollywood manager of Russel M. Seeds Co. He has been announcer, writer, producer, production-program director and manager of such stations as KOIN KALE KEX and KFI-KECA. During World War II as chief, Japan Section, Overseas Division OWI, he handled propaganda to Japan.

Studios and executive offices of KOWL will be located in Santa Monica Ambassador Hotel. Station expects to start daytime operations about May 1.

Geigy Uses Radio

GEIGY CO., New York, will use radio this spring for Cesarol and Neocid DDT insecticides, through its agency, Samuel Croot Co., New York.

LARRY FINLEY

announces the opening of new offices of . . .

FINLEY TRANSCRIPTIONS CO.

Eastern Sales Headquarters
546 FIFTH AVE.
NEW YORK CITY
WIsconsin 7-8285

Western Sales and Production
747 SO. HILL STREET
LOS ANGELES
MUtual 4879

PRODUCERS AND SOLE DISTRIBUTORS OF

"MYRT and MARGE"

130 15-minute open-end transcriptions now available.
An additional 130 shows are now in pre-production.

"FLIGHT with MUSIC"

39 15-minute open-end musical variety shows, starring Marion Hutton, Nat Brusiloff's Orchestra, Herb Sheldon with guest artists . . . Desi Arnaz . . . Clark Sisters . . . Johnny Desmond . . . Ray Eberle . . . Bob Eberly . . . Tito Guizar . . . Gene Krupa . . . Phil Moore . . . Danny O'Neil . . . Tony Pastor . . . Carl Ravazza . . . Claude Thornhill . . . Miguelito Valdez . . . Jerry Wayne . . . Henny Youngman.

WANTED—EXPERIENCED SALESMEN

Transcription salesmen . . . here's an excellent opportunity for high earnings. Some choice territories still available. Apply by mail to either office. All inquiries will be treated confidentially.

ATTENTION OUTSIDE PRODUCERS

With our present sales organization, we are equipped to handle up to six additional outside shows at this time. If you have a sales problem, please contact us immediately.

ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY
WCAX
STATION IN VERMONT
SOON 5000 WATTS
1000 WATTS • FULL TIME

DEAR MAISIE,
THESE TEXANS ARE JUST LIKE PEOPLE. HERE IN EL PASO THEY LIKE NBC AND KTSM. SOME FELLOW CALLED HOOPER SAYS KTSM IS AN EL PASO HABIT.
NAT. REP. GEO. P. HOLLINGBERY CO.

NOW 5000 WATTS

KTFI
TWIN FALLS • IDAHO
WEED & CO., Representatives

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

WBAL

(*Continued from page 15*)

lustrate his point, Judge Goldsborough declared:

"Naturally they are going to whitewash themselves. They are not going to say they are prejudiced. I understand that."

When Mr. Cottone repeated that WBAL would be allowed to submit "all the facts that are relevant to its operation," Judge Goldsborough asserted: "I know, but 'the lady doth protest too much.'"

Text of Judge Goldsborough's order, signed Wednesday, is as follows:

Upon consideration of the verified complaint herein, and argument of the counsel for the parties hereto, upon the application for preliminary injunction contained therein, it appearing that immediate and irreparable injury, loss and damage will result to plaintiff, if defendant proceeds with the consideration of plaintiff's application for renewal of license of Station WBAL and the hearing scheduled thereon for February 25, 1947; and it appearing that defendant is about to proceed with consideration of said application and the holding of said hearing, and will do so unless restrained; and it appearing that the injury and damage to plaintiff resulting therefrom will be irreparable because plaintiff will be forced to proceed with the hearing solely on issues relating to an application filed as a direct result of the publication by defendant of allegedly false and defamatory charges against plaintiff, in which hearing plaintiff will be unfairly prejudiced by said charges if they are false, and may be further unfairly and improperly prejudiced by the participation in said hearing of representatives of the defendant responsible for said charges, and will be deprived unjustly of consideration of the merits of its application except on the basis of improper and irrelevant considerations resulting directly from said allegedly false charges; and it appearing that the status quo should be maintained pendente lite; and it appearing that any order or judgment which this court may later issue on plaintiff's application for declaratory judgment will be ineffective to repair such damage, it is

ORDERED that defendant, its members, agents, employees, attorneys and subordinates are hereby restrained from taking any proceedings, including the holding of any hearing, in connection with the application for renewal of license for Radio Station WBAL; and it is further

ORDERED, that this preliminary injunction remain in effect until judgment is entered upon the complaint herein after trial, provided plaintiff first gives security in the form of a bond with surety approved by this court in the amount of $5,000.00 for the payment of such costs and damages as may be incurred or suffered by defendant or any party who may be found to be wrongfully enjoined or restrained, as provided by Section 65 (c) of the Rules of Civil Procedure; and it is further

ORDERED, that upon joinder of issue, the cause shall be advanced upon the calendar and set down promptly for trial.

T. Allan Goldsborough
Associate Justice

Radio Relations

ERNEST BAUER, head of Ernest R. Bauer Assoc., New York, public relations firm, last week announced the formation of the national bureau of radio relations, with offices located at 152 West 42 St., New York. The new bureau is offering public relations and publicity services to radio programs and stations and will also act as consultant to firms using radio as an advertising medium. Mr. Bauer will also continue to head his own public relations firm.

FCC Asks Additional $82,000 To Help Move Huge Backlog

TO SECURE additional personnel to help move the tremendous backlog of broadcast applications awaiting action, FCC has asked Congress for an $82,000 supplemental appropriation for the present fiscal year.

Spokesmen at the Budget Bureau, which approved the request, said the money, if appropriated, would be spent primarily to add immediately as many as possible of the approximately 80 new workers requested for the Commission for the fiscal year starting July 1. Some $68,000 of the total would be used in Washington; the remaining $14,000 would be used in the field.

The Commission's current backlog of applications, numbering around 1,200 in AM alone, coupled with FCC's pledge to grant or issue hearing designations by May 1 on all AM applications on file as of Feb. 7, was considered among the major factors motivating the request. The message to Congress also pointed out that applicants' expenses increase materially when their applications are held up for long periods of time.

The request for a supplemental appropriation, sent to Congress last week, was referred to the House Appropriations Committee.

Meanwhile, the Commission continued its channel conferences on a six-day basis last week, and scheduled sessions on additional channels Monday through Friday of this week. Officials reiterated that attorneys and engineers representing applicants on the channels involved must attend the appropriate conferences or forfeit the amendment privileges accorded those who do participate.

Channel conferences this week were scheduled as follows (representatives should meet in Room 7454, New Post Office Bldg., at 10 a. m. on the date specified):

Monday, Feb. 24—860 and 1560 kc.

Tuesday, Feb. 25—560.

Wednesday, Feb. 26—690 and 810 kc.

Thursday, Feb. 27—1080, 1350, and 1550 kc.

Friday, Feb. 28—920, 1000, and 1130 kc.

Agency Named

BENEDICT BOGEAUS Productions, Hollywood, has appointed J. Walter Thompson Co. as advertising agency for its forthcoming pictures, "Christmas Eve" and "A Miracle Can Happen." The motion picture department of J. Walter Thompson's Los Angeles office will prepare the advertising campaigns in cooperation with the New York office.

WJIM Traffic - Continuity Chief Dies at His Home

ROBERT F. INNES, director of the traffic and continuity departments at WJIM Lansing, Mich., died at his home Feb. 15 after a year's illness.

Born at Jackson, Mich., in 1912, Mr. Innes attended the Battle Creek schools and Albion College. His first radio position was at WELL Battle Creek in 1931. He served as an announcer. In 1934 he joined the WJIM staff as announcer and continuity writer. He was appointed director of continuity in 1937, and the job of traffic manager was added to his duties in 1946.

Surviving are his wife, Geraldine, a son, Roger Keith, daughter, Robyn, and his parents, Mr. and Mrs. Frederick Innes of Battle Creek.

Harry Wismer Appointed To WJR Directors' Board

HARRY WISMER, assistant to G. A. Richards, president of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, has been appointed to WJR's board of directors to fill a vacancy. The appointment took place at a meeting of WJR's (Goodwill Station Inc.) board of directors Feb. 18 in Detroit.

At the same time the board promoted William G. Siebert, assistant treasurer of WJR for the past year, to the office of treasurer. This change was made, it was explained, to relieve P. M. Thomas of the pressure of combined duties as secretary and treasurer, in which capacity he has served for many years.

WJR's executive set-up now includes Mr. Richards, president; Mr. Wismer, assistant to the president; Owen F. Uridge, vice president and general manager; Mr. Thomas, secretary; Mr. Siebert, treasurer; John F. Patt, vice president; William A. Alfs, general counsel.

To Air Cubs Games

MIDWEST Baseball Network, Chicago, which last month announced the signing of an agreement with WIND to broadcast the Chicago Cubs 1947 baseball games on a regional network, Thursday stated all stations included in the network had been signed. Under terms of the agreement WIND will originate the broadcasts, and Old Gold and Walgreen Drugs will receive opening and closing commercial announcements without additional charge, with between-inning spots sold to national and local advertisers on a participating basis. Stations which will carry the games, effective April 15 include WMMJ WDWS WDAN WKMO WQUA KCBC KAYX WMUS WMAM WDUZ WMIQ WOBT WICM WDLB.

Stratovision

(*Continued from page 15*)

quencies of 1 mc, 107.5 mc and 514 mc. It has been distributed among FCC engineers and others interested in the project.

Ready for Phase Two

Westinghouse is now preparing to conduct Phase Two of its stratovision development program. In this phase it hopes to show that steady rebroadcasts of good quality can be provided over an area of at least 400 miles diameter.

The FCC sees possibilities in stratovision as a result of its own monitoring and engineering studies. In a report by its Laboratory Division, submitted last Dec. 3, the summary continues these statements:

"It was found that, in comparison with the same power radiated from antennas near the ground, signals of good strength were transmitted to much greater areas.

"Reasonable confirmations of theoretical calculations were obtained in the cases where nearly ideal receiving locations were used. Evidence was obtained showing that the field intensities available at ordinary home receiving antennas near the ground are considerably lower than ideal smooth earth calculations predict.

"It is indicated that automatic gain control circuits may be necessary on television receivers making use of signals radiated from moving aircraft."

This summary was signed by McIvor L. Parker Jr., FCC project engineer, and approved by E. W. Chapin, chief, Laboratory Division, and Willmar K. Roberts, assistant chief, Laboratory Division.

The FCC's report lists detailed findings on each flight, along with charts, and concludes with this statement:

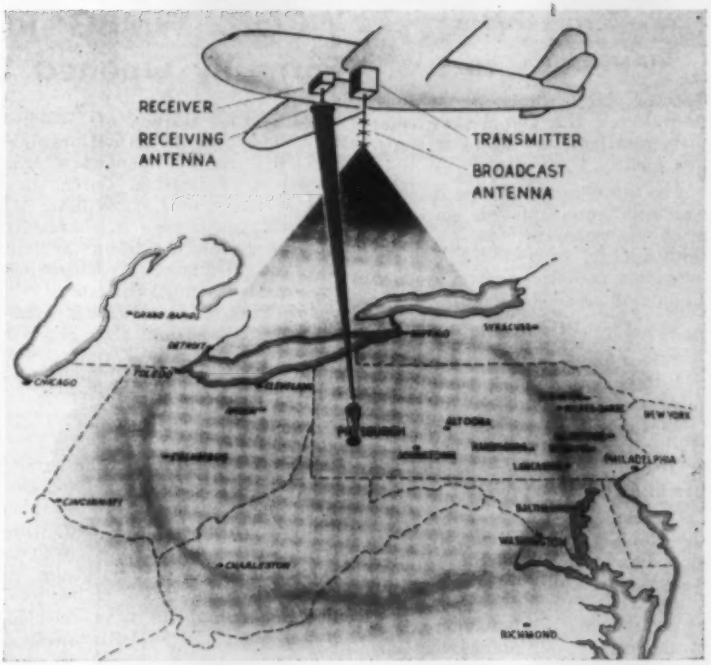
"From an engineering standpoint, it appears to be entirely feasible for point-to-point relay service."

Suggest Weaknesses

FCC's conclusions suggest weaknesses in stratovision at its present embryonic state. For example, the "disturbing possibility" is noted that in urban and suburban areas field intensities at low antenna heights might be considerably below expectations. In areas near the position of the plane effects of shadows, a characteristic of higher frequencies, would be greatly minimized, it is stated, but on the other hand at medium and large distances the shadows of hills and buildings would present the same problem as signals emanating from ground antennas.

"In general," the FCC says, "it may be said that these tests have demonstrated that where the receiving location is favorably situated the received field intensities will closely approximate those predicted by theory."

Ever since its last flight test Aug. 28 a group of engineers, working under Mr. Nobles, has been collecting results of Phase 1 tests and preparing new and better electronic gear for Phase 2 flights. A B-29 four-motor bomber will be adapted for flight broadcasts by the Glenn L. Martin Co., Baltimore, which is handling the aviation portion of stratovision development.



One stratovision plane would serve an area of approximately 103,000 square miles or about the combined area of New York State, Pennsylvania, and New Jersey.

Best present-day ground station coverage is in a radius of from 35 to 50 miles.

The bomber will be refitted by the Martin plant to permit steady flying at 30,000 feet, the height at which Westinghouse claims stratovision will be able to provide reliable FM and television service. This service is planned to include perhaps nine separate programs, feeding them from properly located planes to a large portion of the nation's population.

Between pages of field intensity charts are crowded the laboratory reports of these experimenters. There were 50 flight attempts between Dec. 9, 1945 and Aug. 30, 1946. The cryptic accounts pass off difficult situations with such statements as "part in airplane failed"; "operators passing out because of faulty oxygen equipment"; "transmitter broke down destroying transformer"; "weather terminated flight."

Out of this maze of technical data come many enlightening statements. A Feb. 11, 1946, letter from John W. Steen, of the Westinghouse law department, to Mr. Nobles stated the FCC's Laurel, Md., monitoring station heard the stratovision plane's Feb. 8 broadcasts all the way from Baltimore to Providence and back. The Providence monitoring station heard it as far away as Philadelphia.

Fifth Time in Air

This was only the fifth time the plane had been in the air for a stratovision test. The FCC's readings were: 100 uv/m when plane was at 24,000 feet over New York City; 300 uv/m when plane was at 10,000 feet over Philadelphia; 1800 uv/m when plane was at 10,000 feet 25 miles north of Baltimore. (Laurel is about 20 miles southwest of Baltimore.)

Signals were picked up from the Westinghouse 50 kw KYW in Philadelphia and rebroadcast, though crosstalk from the plane's interphone and poor modulation marred the 107.5 mc signal rebroadcast to the ground. The 514 mc transmitter suffered a burned up plate transformer.

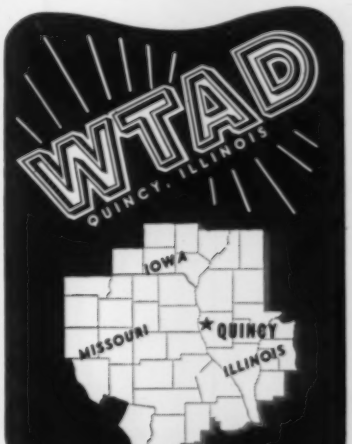
Less than two months later, after a March 27 flight to Bridgeport, Conn., with Mr. Nobles again aboard, the report stated: "By the time New York City was reached on the way back the modulation on the signal was intelligible and at

(*Continued on page 84*)

KSFO'S NEW FARM BUREAU OF THE AIR

The only farm program servicing No. Calif's 9 million dollar farm market at a desirable hour. The show is new. 3 months sustaining has it in top shape.
Time: 12:45-1 PM Mon. thru Fri. Director: Carl Christopher (formerly of CBS Country Journal).
Yep, the time's perfect, competition's nill and the market's ripe for selling. Wire KSFO or ask your Universal Radio Sales rep.

URS
560 KSFO
SAN FRANCISCO



Want an ideal test market? Then it's WTAD, with its dominant coverage of both a rural and urban area.

930 K. C. 1000 WATTS CBS AFFILIATE
WEED and COMPANY, REP.

A Lee STATION

KFMB
Sells
SAN DIEGO

94.2% of San Diego's men and women BUYERS are reached by KFMB from the "inside". You can CATCH this tremendously wealthy E-X-P-A-N-D-I-N-G market when you sell San Diego on KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

Why?

Just why is WLAW such a good buy?

Because it serves nearly two million people in a two billion dollar market.

BECAUSE it offers you listeners in not one, but *three* New England states.

BECAUSE Hooper Survey reveals listeners in WLAW-Land prefer the morning programs of WLAW to all other New England stations.

5000 WATTS 680 Kc.
50,000 WATTS . . . SOON!!

Basic Station
American Broadcasting Co.

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES
WEED & CO.

Stratovision

(*Continued from page 83*)

Trenton, N. J. (approx. 140 mi.) it was felt the signal was completely satisfactory as to strength and quality."

All through the Phase 1 tests emphasis was placed on field strength measurements rather than fidelity, since the equipment used was not designed to produce signals of broadcast quality.

First Night Flight

On the first night flight June 7-8, to Pittsburgh and back, the plane's retransmitted signal on 107.5 mc "was received with tuneable strength to a distance of 136 miles at 10,000 feet and during the entire flight at 20,000 feet."

Listener tests of reception from the plane were conducted June 18 on a flight to Philadelphia. Quality was poor because of transmitter trouble but "reception on several receivers in Philadelphia was stronger from our plane over Baltimore than that received from local Philadelphia stations."

Then on July 3 a flight to Norfolk, Va., yielded this revelation: The results of the 514 mc test indicate "that long-range transmission is possible at these frequencies at least under the conditions here used for test."

The flight provided new data on reception at a relatively level seaside receiving site, for comparison with receivers located in rugged terrain and sheltered spots. Earlier tests had shown that terrain cuts down signals well below calculated measurements based on a "billiard ball" earth. And as in other tests, effects of sky wave and ground wave propagation were studied, with the plane apparently receiving both a sky wave and rebounded sky wave from the earth.

Final flight test was conducted Aug. 30. On the series of flights, television transmissions were simulated through use of a pulse-modulated radar transmitter.

Convinced of Feasibility

Enough flights had been conducted to convince Westinghouse that stratovision is feasible. The company knew by this time that it could successfully rebroadcast FM and television signals over the promised area. It had concentrated on measurements, leaving quality and reliability for later tests when better equipment and better planes would become available.

Though the results of Phase 1 are highly satisfactory, there remain many problems to be solved in future research. These include problems originally anticipated plus countless others that developed day by day. Many new problems will be encountered in Phase 2 as better equipment is utilized, though coverage and shadow should be less annoying when the plane increases altitude 50% to 30,000 feet, since no one doubts that mere height itself guarantees improved performance.

Under the original stratovision project, 14 planes will be able to cover 78% of the population by flying fixed courses over selected areas, each plane covering an area of 103,000 square miles. One plane, for example, will pick up a program from the ground, relay it by low-wattage transmitters to the other 13, and then all 14 will rebroadcast direct to receiving sets. One plane would be equipped to transmit four television and five FM programs, besides serving communication channels. The Martin company has designed a special plane for the job but in the meantime the B-29 bomber will be used for developmental tests.

Westinghouse has not determined how stratovision ultimately will be used. The developmental project will be pursued on a phase-by-phase basis. If the second phase proves successful, a third series will be undertaken, then a fourth, until it is finally determined that the method is entirely feasible. Under this contingent procedure, should the next test not measure up to expectations, the conclusion might be reached to abandon the project.

WCOD, WMBG Richmond FM Outlet, Formally Opened With 47 kw, 96.3 mc

WCOD, FM station of WMBG Richmond, held its formal opening at 7:30 p. m. last Monday with a three-hour dedication. Ceremonies featured talks by Gov. William M. Tuck; Mayor Horace H. Edwards; the Rev. Byron Wilkinson; Wilbur Havens, Richmond Broadcasting Co. president; and local talent.

Gov. Tuck congratulated Mr. Havens for "a long and distinguished career in the field of radio." He added: "I am happy to salute WMBG on the passing of 20 years of service and to welcome WCOD to the air."

WMBG has carried on an extensive campaign for several months to promote the new FM station. Plaques, card displays and window strips announcing WCOD were sent to every radio dealer in Richmond. The station mailed 10,000 FM pamphlets to a selected mailing list, and WMBG ran spot announcements about the new station three times a day for several weeks preceding WCOD's opening. In addition to newspaper publicity, the station was further promoted by balloons, printed with information on WCOD, its place on the dial and an invitation to listen. Guests present at the opening ceremonies received Pioneer FM Listener Certificates, as did those who wrote in requesting the certificates.

The station operates on 96.3 mc, with a radiated power of 47 kw. Tower elevation is 657 feet above sea level. Call letters, WCOD stand for Capital of the Old Dominion, according to Mr. Havens.

GOVERNOR TUCK (l) congratulates Mr. Havens on the opening of WCOD. Mayor Edwards, (center) also participated in dedication ceremonies.

WCOD personnel includes: Mr. Havens, president and general manager; Walter A. Bowry Jr., assistant general manager; Ralph D. Wallerstein, director of national sales; William J. Filer, director of local sales; Allan J. Phaup Jr., manager of program department; Conrad Rianhard, director of studio programs; Mrs. B. F. Dalton, chief of traffic department; J. H. Kellogg, chief of continuity department.

WNBC New York, has been presented a plaque by Mayor William P. Furrey of Paterson, N. J., in appreciation for station's all-day salute to Paterson on Jan. 24.

Ameche, Todd, Gelinas Start Productions Firm

A RADIO production firm, Tag Productions, New York, has been formed by Jim Ameche, actor and announcer, currently heard on MBS *Story Theater*, Dick Todd, singer, and Frank Gelinas, director-producer who has worked on such programs as RCA Victor show and Borden Ginny Simms program.

The firm is offering a quarter-hour five-times-weekly series of programs entitled "Song in My Heart" featuring Mr. Todd and Mr. Ameche. Feature of the series is the offer of three prizes to persons writing in telling their favorite song and the reason its "the song in my heart." Song will be sung by Mr. Todd with a narration by Mr. Ameche.

Attorney for Tag Productions is Patrick J. Murphy, with offices at 270 Madison Ave., New York.

Casey to Be on WBBM

ROBERT J. (Bob) CASEY, famed columnist and war correspondent who resigned from the *Chicago Daily News*, will devote a major portion of his future activities to radio. WBBM Chicago this week confirmed that it had signed Mr. Casey to an exclusive contract and would presently air the commentator, Saturdays, 10-10:15 p.m. CST.

Researchers Spar Before Radio Execs

Hooper, Nielsen Appear As Co-Speakers In New York

WITH C. E. Hooper and A. C. Nielsen as co-speakers, last week's meeting of Radio Executives Club of New York was another research session following up the criticism cast at current radio research two weeks earlier by Robert Elder, vice president of Lever Bros. Co. [BROADCASTING, Feb. 10].

Meeting was announced by REC President Robert D. Swezey as "definitely not a debate," and Mr. Hooper confined his remarks to showing how superior radio research is to that of other media. Mr. Nielson, however, introduced a more direct competitive note by contrasting the claimed advantages of his audimeter method of measuring radio audience behavior with the alleged shortcomings of the coincidental urban telephone technique utilized by the Hooper organization.

Radio's inferiority complex, based on its lack of a circulation measurement like printed media's Audit Bureau of Circulation would baffle any advertising man experienced in all media, Mr. Hooper said, pointing out that "no competitor of radio can produce measurements so relative, so pertinent to the advertisement itself."

He asked broadcasters to "consider where you stand competitively if the publishers (and not you) had a record which reported to them by 15-minute periods all day long month after month exactly what members of the family picked up what publications, read which advertisements, watched them drop one magazine, pick up another, leaf past a double-truck here, a two-column ad there, concentrate from beginning to end on the next. Can't you see the exploitation they would put on against radio? Well, you have the information. They haven't. You've been getting it from us on network programs since 1934, on stations since 1940."

Sponsor Identification

Radio also lends itself perfectly to sponsor identification and audience composition measurements, Mr. Hooper said. As to coverage, he pointed out that "station and network listener service area measures are no secret to any informed time buyer," who has available maps produced by the broadcasters themselves or, at the cost of photostatting, can get copies of the engineer-produced coverage maps on file at the FCC.

Duplication of readership between printed ads and frequency of readership of ads in the same campaign never have been studied because existing research techniques are too loose for such exact measurements, Mr. Hooper said. But, he continued, "Reports on both duplication between radio ads and frequency of listening to programs presented daily are becoming a radio commonplace as the contents of listener diary studies are receiving wider attention."

The one measurement that remains to be made—the number of homes actually listening to a full transcontinental network program—will not be lacking much longer, Mr. Hooper said, announcing that on the following day a national rating plan developed by his organization would be formally presented to a "small but important group" of network, agency and advertiser executives.

Mr. Nielsen's Views

Pointing out that although the compilers of coincidental ratings have never condoned their use to measure audience size they are frequently used for that purpose, Mr. Nielsen declared that "measurement of audience size is of basic importance to the sponsor because it shows what he is getting for his money." The media buyer's "right to buy radio on a guess-work basis (or on the basis of ratings that do not measure audience size) ceased the moment someone made available a reliable means of measuring audience size," he stated, declaring that this occurred when the audimeter was developed.

Furthermore, Mr. Nielsen said, neither the audimeter nor the coincidental technique gives a true measure of program popularity, because of such variable factors as the network, opposite programs, preceding and following programs and promotion, which, he said, "simply cannot be eliminated by any technique now known."

An even more serious limitation of the coincidental rating, he averred, is its failure to measure program quality or to provide the diagnostic research techniques to guide the advertiser to the most profitable levels of operation. Using a number of charts to illustrate his remarks, Mr. Neilsen demonstrated how audimeter records of listening can be charted to match audience flow against various program features, showing the advertiser the best places in the program to spot his commercials, and how through pantry inventories of audimeter homes product use can be compared with program listening. The applications of these findings to program planning can easily save the advertiser thousands of dollars, he said, adding that these savings would pay for a lot of research.

Summarizing, he stated that program ratings that also measure audience size "constitute the first fundamental step in determining what program to buy and how much to pay for it"; that radio research must also measure program quality—"the adaptability of its audience to the selling needs of the sponsor; that it must use diagnostic tools to increase both the quantity and the quality of the audience reached and hence increase constantly the value of the sponsor's investment."

The next REC meeting, on March 6, will be programmed by Dorothy Lewis, NAB coordinator of listener activities, and the Assn. of Women Broadcasters, with a skit, "Adam's Rib of Radio," the major item on the agenda, Mr. Swezey announced.

Retrenchment May Cost Radio Million Dollars in Billings

APPROXIMATELY a million dollars worth of radio billing will be lost as a result of as yet unannounced retrenchment plans of the American Home Products (White Hall Pharmacal Co.), New York.

The advertisers on March 28 will drop their Kenny Delmar *Hollywood Jackpot*, 3 times weekly on CBS and on June 1 the Bob Burns Show, Sundays on NBC, it was learned last week.

In addition to canceling the two major shows the advertiser and its agency last week were negotiating with CBS officials to reduce the number of CBS stations carrying its daytime programs, *Our Gal Sunday* and *Helen Trent*. Both programs are currently aired on the full CBS network.

One of the reasons for the major retrenchment may be traced directly to heavy inventories in drug outlets. In the past year druggists have overloaded on "luxury items" such as cosmetics and perfumes. As a result those who did not sell the overload as expected during the Christmas holidays are concentrating on merchandising those products and are consequently curtailing their current buying of drug items.

Dancer-Fitzgerald-Sample, New York, handles the Kenny Delmar show and two daytime shows, Sullivan, Stauffer, Colwell & Bayles, New York, services the Bob Burns show, Sundays, 6:30-7 p.m. on NBC.

It was understood that although the Bob Burns show will be dropped on NBC, the advertiser will retain the time and replace the expensive Burns show with one of its other programs now appearing on CBS.

Personnel changes are expected to take place as direct result of the slashing.

INVEST YOUR AD DOLLAR WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

BROADCASTING IS BASIC WITH BUYERS

The best Buy (far) in the trade paper field

Cities Service Begins 21st Year on Air

Show Has Largest Run Of Any Commercial Network Show

LAST WEEK the Cities Service Co. program began its 21st year of continuous broadcasting in the 8 p. m. spot on NBC, making it the oldest continuous commercial network program, according to the records of NBC, which itself can claim only a few months more of existence. One sustaining program, *National Radio Pulpit*, has had a longer run, one sponsor, General Foods Corp., has been on the network a longer time, but the Cities Service show is the oldest continuous sponsored network program on the air.

During the score of years between the first broadcast of the Cities Service concert on Feb. 18, 1927, and the present, the program format has changed in keeping with the changed nature of radio. Beginning as a full hour, it is now a half-hour broadcast. From 17 stations, the network has grown to 78. Instead of the Goldman Band, its original talent, the series now features Paul Lavalle's Orchestra and the Ken Christie Chorus, with Mac Morgan as soloist. The name of the program is now *Highways of Melody*, affording a neat tiein with the company's gasoline and motor oil products. Only the network, the starting time and the musical nature of the series have persisted unchanged, although Ford Bond, who joined the program as announcer in October of 1930, probably should be included in the list of permanent features.

The commercials, too, have changed. In the beginning they were institutional, merely identifying the sponsor as a "public utility and petroleum organization serving 3,000 cities and towns in the United States and Canada." Today they are straight sales talks for Kool Motor gas and oil. Originally the program was designed to promote Cities Service stock as well as its petroleum products. No direct mention of the stock was made

ANNIVERSARY program of *Cities Service Highways in Melody* marking 21 years of broadcasting is discussed by members of the cast and officials of the company. (l to r) Harry D. Frueauff, vice president of the company; Paul Lavalle, conductor; Mac Morgan, ex-GI singing star of the program; and Vice President Warren A. Sinsheimer.

on the air, but thrift was stressed and budget books offered to listeners, with salesmen subsequently following up those who requested these books. "The sales results from these contacts have been gratifying," said Frank L. Blanchard, then advertising manager of the company, in a statement made early in 1930.

Value Inestimable

"It is impossible to determine the exact amount of direct sales that have been brought about through radio advertising," Mr. Blanchard said at that time, when the program was about three years old. "We know, however, that in April 1929 over 29,000 shares of common stock were sold through its aid. One order for 50,000 barrels of oil was received as a result of a radio contact. But when people call to have their tanks filled our station men, although glad to receive their patronage, do not feel like asking if radio sent them. . . . Of this, however, we are certain, and that is that we hear more about our radio advertising from our gasoline and oil customers than we do about other mediums and that our sales have been greatly increased."

Size of the audience and listener interest in the program may be gauged by the fact that the budget books, which are offered only on the program, are requested by an average of 650,000 families a year. Another booklet, a football guide which has been offered on the program each fall since Grantland Rice began forecasting Saturday's gridiron games on fall Cities Service programs in 1933, has an average distribution of 1,000,000 copies a year.

M. H. Aylesworth, who as the first president of NBC and today as consultant to Cities Service Co., has been intimately associated with the program since its inception, credits W. Alton Jones, then vice president and now president of the company, with getting the program on the air in the first place and keeping it going during the stormy days of the depression. Speaking informally at a press cocktail party at New York's 21 Club last week in honor of the program's anniversary, Mr. Aylesworth said that without Mr. Jones' foresighted and courageous belief in radio at a time when many business executives saw it only as an advertising novelty, Cities Service would never have embarked on the broadcasting experiment which has now become such an old and sturdy support of the company's advertising structure.

Negotiations Between UE and GE Are Delayed

CONTRACT negotiations between the United Electrical, Radio & Machine Workers of America (CIO) and the General Electric Co., which had been scheduled to begin Feb. 17 in New York [BROADCASTING, Feb. 17], last week were postponed until Feb. 25.

Meanwhile the UE, representing some 75,000 Westinghouse employes is negotiating with officials of the Westinghouse Electric Corp. in Pittsburgh. Although no figures have been divulged, it was known that the UE was demanding "substantial wage increases" for its members and also paid holidays, a union shop and a broad health and retirement program.

RWG-NBC Pact

NEW pact between NBC Hollywood and Radio Writers Guild calls for $360 per month rate for staff writers. Guild had sought parity with New York contract but failed.

RDG Convention

RADIO DIRECTORS GUILD has scheduled its first national convention for Chicago, March 15-16. Organization's constitution and by-laws will be part of agenda.

Salaries of Seattle Announcers Raised

PAY INCREASES ranging from 10 to 15% are included in a new one-year agreement signed February 14 by three Seattle network-affiliated stations and local representatives of the American Federation of Radio Artists. The stations are KIRO (CBS), KJR (ABC), and KOMO (NBC).

The agreement grants an increase of approximately 15% in salary for staff announcers and sets the top at $77.50 a week. For experienced announcers, starting salary is $67.50 a week for the first month, $72.50 for the next three months, and $77.50 thereafter. For inexperienced announcers, starting pay is $67.50 a week for the first six months, $72.50 in the seventh month, and $77.50 after the seventh month.

Top salary for staff writers is set at $65 a week. For senior writers (those with at least one year's full-time experience with a network-affiliated station), starting minimum is $55. This increases to $60 at the end of the first year and to $65 at the end of the second year. For junior writers, starting pay is $42.50, increasing to $50 at the end of six months and to $55 at the end of a year.

Free-lance announcers, actors and singers will receive a flat 10% increase in fees on ratification of the agreement by national headquarters of AFRA. Increases for staff writers and announcers are retroactive to January 1.

The new agreement permits sick leave to accumulate to a maximum of 20 days at the end of two years. Formerly the ceiling was 10 days in one year.

Radio stations were represented in the negotiations by George Leonard of Washington Employers, Inc. Cliff Hansen is president of the AFRA local.

Near Agreement

NEGOTIATIONS between AFRA and Chicago's class B stations were proceeding in a "satisfactory" manner, according to spokesmen for both parties, with the only basic difference the matter of minimum fees. From authoritative sources, BROADCASTING learned Thursday the class B stations had offered $75 weekly, with Ray Jones, assistant national executive secretary who had originally proposed $100 dollars as a minimum, countering with $85.

Little likelihood that any contract would be accepted before next week was indicated, although Mr. Jones said both parties had reached an understanding on working conditions.

AFRA To Negotiate

AFRA is scheduled to start negotiations early this week for a staff announcers contract with WPAT Paterson, N. J.

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co
The Shreveport Times Station

FCC Asked to Okay 12 Transfers

7 Involve $410,000; Rest Are Non-Monetary Transactions

APPLICATIONS requesting FCC approval of seven station transfers, involving approximately $410,000, have been announced by the Commission. In addition five transfers having no money considerations were reported.

Western Waves Inc., Seattle, has purchased KEVR Seattle, the A. W. Talbot station, for $190,000. Previously an applicant for 50 kw on 1540 kc in Seattle, Western Waves has withdrawn that request. KEVR is assigned 10 kw on 1090 kc.

KFJB Marshalltown, Iowa (1230 kc, 250 w), licensed to Marshall Electric Co., has been sold for $75,000 by its present owners, who hold interest in a standard application for Des Moines and an FM conditional permit for that city, to the Times-Republican Printing Co., publisher of the Marshalltown daily *Times-Republican*.

Present owners of WFIG Sumter, S. C. (1340 kc, 250 w), have sold part of their interests for approximately $57,000 to a group of 18 local businessmen.

Assignment of license of WDEV Waterbury, Vt., is asked to Lloyd E. Squier, surviving partner of of firm which also included William G. Ricker, who was missing and presumed dead in World War II. Mr. Squier is to pay $35,000, with an insurance consideration covering $25,000 of that amount. WDEV operates on 550 kc with 1 kw fulltime.

WIGM Transaction

George F. Meyer has sold WIGM Medford, Wis., for $30,000 to Dairyland's Broadcasting Service, of which he is secretary and 20% stockholder. Assignee is permittee of WDLB Marshfield and has other radio interests. WIGM is assigned 1490 kc with 250 w.

Transfer of control of WACE Chicopee, Mass. (730 kc, 1 kw day), is requested from John S. Begley and David J. Hayes, equal owners, to Mr. Begley who increases his interest to 66⅔% through capitalization of $16,500 in notes and investment of $3,500 new capital. Stock authorization was increased from 400 to 600 shares with Mr. Begley acquiring the new 200 shares.

Assignment of license of WDAR Savannah, Ga., is asked from A. C. Neff as individual to new firm, WDAR Inc., of which Mr. Neff is 90% owner. Nephew K. Clark acquires 10% interest for $3,000. WDAR assignment is 1400 kc, 250 w.

In the Seattle transaction Mr. Talbot, who is sole owner of Evergreen Broadcasting Corp., KEVR licensee, proposes to retain his permit for a class B FM outlet in Seattle. [BROADCASTING, Aug. 5, 1946]. Western Waves, conditional permittee for a Seattle FM outlet, is headed by Dorothy S. Bullitt (38-1/3%), socially prominent daughter of the late C. D. Stimson, Seattle businessman and civic leader.

Duopoly aspects of their pending AM application in Des Moines impelled the owners of KFJB to sell their interests in that station, according to the Marshalltown application. The present owners, John Ruan (30%), Robert Root (10%), Kenneth A. Durham (30%) and Joseph F. Rosenfield (30%), together hold 57,500 of 75,000 shares in Independent Broadcasting Co., the Des Moines applicant, of which John W. Boler is president. Mr. Boler was head of the now bankrupt North Central Broadcasting System [BROADCASTING, Dec. 9, 1946]. Messrs. Durham, Ruan, Rosenfield and Boler also are interested in Middlewest Broadcasting Co., AM permittee for 700 kc, 1 kw, daytime, in St. Paul. The Times-Republican Printing Co., new owner, is composed of D. W. Norris, president (79.9%); John W. Norris, vice president (4%), and Karl Melcher, secretary-treasurer.

WFIG Sale

In the WFIG sale, J. Samuel Brody, president and treasurer and holder of 59 shares (59%), sells 55 shares to 18 local business and professional men. T. Douglas Youngblood, vice president, transfers all of his five shares; Ruth B. Brody sells all of her 20 shares.

Mr. Meyer, although selling WIGM to the new firm in which he holds 20% interest, will continue as general manager of the Medford outlet. Dairyland's Broadcasting Service, in addition to its grant for WDLB, has FM applications pending for Stevens Point and Wisconsin Rapids, and a conditional FM grant for Marshfield.

Non-Monetary Transfers

The non-monetary transfers reported included WFIN Findlay, Ohio; KIOX Bay City, Tex.; WRRN Warren, Ohio; KXOX Sweetwater, Tex.; and WLEE Richmond, Va.

Involuntary assignment of license of WFIN is asked from Fred R. Hover, deceased, to Helen F. Hover, administratrix of her husband's estate.

In the KIOX transfer, J. A. Clements, one-sixth owner, is replaced by Harry L. Reading Jr., former Collector of Internal Revenue who now is tax accountant for John George Long, half-owner who also operates KSAM Huntsville and KVIC Victoria, Tex., and has application for Texas City. Remaining interest in KIOX is held by T. C. Dodd.

The WRRN action involves incorporation of the present co-partnership, Frank T. Nied and Perry H. Stevens, with the latter becoming president and treasurer and the former vice president. Floyd C. Chilton is secretary.

The KXOX transfer results from divorce of J. S. McBeath, half-owner, and Mittie Agnes McBeath who, with her daughter Lolita, has held the other half-interest. The property settlement provides that the stock of his wife and daughter be returned to Mr. McBeath.

The WLEE application seeks assignment of license from Thomas Garland Tinsley Jr., general manager and 14% owner of WITH Baltimore, to Lee Broadcasting Corp., of which Mr. Tinsley is president, treasurer and 99.6% owner. Patricia McCord Tinsley is vice president, and Irvin G. Abeloff, WLEE station manager, is secretary.

O'Connor Thanks Radio For 'Dimes' Campaign

PARTICIPATION of broadcasters in the 1947 March of Dimes campaign "did much to assure the success" of the drive for funds, Chairman Basil O'Connor has notified Justin Miller, NAB president. Mr. O'Connor's letter follows:

It was a pleasure to have you again serve as the chairman of the 1947 March of Dimes National Radio Division. More than ever we sincerely believe that the networks, their affiliated stations and independent stations did much to assure the success of the 1947 campaign. I also want to express my deepest appreciation for your courtesy in introducing me to the radio audience over CBS on Tuesday, Jan. 14. You were most kind. Your assistance in the fight against infantile paralysis is appreciated by all.

KMPC Delayed

TECHNICAL difficulties forced postponement of 50,000 w airing by KMPC Hollywood from Feb. 20 to Feb. 27.

McTigue in Hospital

HARRY McTIGUE, general manager of WINN Louisville, suffered a heart attack Feb. 13 and is still in critical condition, according to his personal physician. Mr. McTigue was placed in an oxygen tent when examination revealed he also suffered from incipient pneumonia. Hospital physicians said Mr. McTigue, although recovering satisfactorily, would require several weeks of hospitalization before being well enough to return to his duties.

Oral Argument Over Commission's Multiple Ownership Rules Begins

WITH some two dozen FM, television and AM applicants represented, oral argument on FCC's multiple ownership rules will be conducted before the Commission *en banc* starting at 10 a. m. today (Feb. 24).

The order of appearances, released by FCC late last week, showed 11 attorneys scheduled to participate and expected to consume from six to seven hours in presenting their clients' views on proper interpretation of the rules.

The hearing will relate primarily to the regulations as they apply to FM and television station ownership, and authorities said it would concern "duopoly"—common ownership of stations with overlapping service—rather than to multiple ownership as it relates to the total number of stations one licensee may control.

The order of appearances as worked out by FCC and private attorneys in pre-hearing conferences is listed below, with the estimate of time needed shown in parentheses. Unless otherwise noted, the applicants are participating in connection with FM applications or grants. The list:

W. Theodore Pierson, for Yankee Network and WTTM Trenton, N. J. (60 minutes); George O. Sutton, for the Steinman stations in Pennsylvania and Delaware (60 minutes); Thad H. Brown Jr., for Television Broadcasters Assn. and Allen B. Du Mont Labs, television licensee (30 minutes); Karl A. Smith, for Crosley Broadcasting Corp., television (30 minutes); Horace L. Lohnes, for the McClatchey stations in California (30 minutes); Percy H. Russell Jr., for Liberty Broadcasting Co., Pittsburgh, and WJPA Washington, Pa. (30 minutes); Andrew G. Haley, for Copley Press, Elgin and Joliet, Ill., the Southern California Associated Newspapers, Alhambra and Glendale, and San Pedro Printing & Publishing Co., San Pedro, Calif. (30 minutes);

Paul M. Segal, for WADC Akron (AM application) and KOIL Omaha (30 minutes); William C. Koplovitz, for Universal Broadcasting Co., Indianapolis, the Metropolis Co., Jacksonville, Fla., and Sun Country Broadcasting Co., Tucson and Phoenix (30 minutes); Frank Stollenwerck, for Commodore Broadcasting Co., Springfield, Ill. (no time estimate), and Reed T. Rollo, for WTIC Hartford (no time estimate).

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PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Commercial manager, experienced, for station within fifty mile radius of Washington. Give full details of past experience and references. Box 735, BROADCASTING.

Needed—Two first class engineers. Must be experienced and not floaters. Good working conditions $50.00 starting pay plus other benefits. Give full particulars in first letter. Box 747, BROADCASTING.

Experienced salesman—Permanent staff member wanted to develop business for station serving metropolitan area on east coast. No network. Income commensurate with results. Box 748, BROADCASTING.

Program-production manager with five years minimum experience in similar capacity with major market stations. Highest character and references as to your ability required. Starting salary $7500 per year. Tell full story first letter, include snapshot, phone number and when available. Confidential. Box 806, BROADCASTING.

Five kw southeast network affiliate has openings for several good announcers. Send picture, audition disc, references, and desired salary. Box 807, BROADCASTING.

Engineer-announcer. Must be experienced, sober, dependable. 250 watt southern station with network. Excellent opportunity to advance. Salary $45 for 40 hours. Box 808, BROADCASTING.

Announcers with some experience wanted by 250 watt Mutual affiliate in small West Virginia town. Good starting salary with advancement to capable men. Send all details to Box 809, BROADCASTING.

New Texas station needs sales manager, combination engineer-announcers, engineers. Attractive college town. Box 815, BROADCASTING.

Long established 50 kw station is looking for a top flight man. He must be a solid commercial announcer preferably with a specialty in addition. The position involves working a shift and is not one for a man unwilling to put in hours and effort but it offers a future with a sound organization on the eve of expansion. Box 817, BROADCASTING.

Clear channel wants disc jockey—One who has a record of achievement. Tell all in first letter. Rare opportunity. Box 818, BROADCASTING.

Combination first-class operator and announcer in midwestern city of 40,000, 250 watt affiliate. Wire age, salary expected, and date of availability to Box 819, BROADCASTING.

Experienced announcer. Presently at 5 kw. Minimum $60 per week. Box 823, BROADCASTING.

Salesmanagers attention: Dominant station in west's finest community seeking experienced salesmanager. Must have well-rounded experience selling retail general advertising smaller markets. Good starting salary excellent future. Prefer westerner. Mature family man wanted. Personal stability good references required. Station well established. For good job and finest living. Wire Box 826, BROADCASTING.

Need disc jockey with experience immediately. Forward complete background, disc. Box 831, BROADCASTING.

Salesman. Michigan ABC station has permanent position for experienced man, fifteen percent commission guarantee $50.00 weekly. Market over 200,000. All replies confidential. Box 834, BROADCASTING.

Help Wanted (Con't)

Good ad lib man for lecturer's position to play theatres coast to coast for long established motion picture producer. Mature appearance and excellent stage personality essential. Must have attractive wife who will travel with him. Serviceable car necessary. Excellent proposition for both. Give all details and include snapshots of both in first letter and interview will be arranged. Chas. B. Meade, Supervisor of Personnel, Box 249, Wilmington. Ohio.

Wanted—Engineer-announcer, first class license, opportunity advancement, new network station studio and tower adjoin. Small town, reasonable living conditions, starting salary $50.00, apartment. house available. WMOC, Covington, Ga.

George Oxford or anyone knowing his whereabouts. please write WSLA, Box 71, Hammond, Louisiana.

If you can sell? Contact: RRR, Personnel Service, Box 413, Philadelphia, for openings.

Transmitter engineer wanted by new network station. WELM, Elmira, New York.

Announcers, program men. Opening one kilowatt full time station going on air about March first. Contact WGAD, Gadsden, Ala.

Chief engineer, new 250 watt FM station immediately. Should be able handle installation; some announcing. Excellent opportunity for right man. Write or wire for interview WCTW (Courier-Times), New Castle, Ind.

New progressive station needs experienced disc jockey and two announcers; salary plus liberal fees. Submit details and disc. Bill Travis, Radio Station WMLO, Room 727 Empire Building, Milwaukee 3, Wisconsin.

Salary is good, working conditions more than agreeable, advancement possibilities over average, if you are an operator-announcer "looking". Send all replies and voice audition immediately. KXLF, Butte, Montana.

Program staff needed for new kilowatt news, music, Mutual station going on air in 40 to 60 days. College training given preference. Must be versatile and enthusiastic about radio to join this ex-Marine in operating a top-notch station. Send details, disc, and photo to Pete Brandon, Station WFAK, Charleston, S. C.

We are promoting two GI trainees from control room, one to executive position, another to staff announcing, opening opportunity for sincerely ambitious man to start at bottom under GI bill. Successful applicant will be given opportunity learn all phases operation, but actual duties will be control room operator. After maximum of year trainee will be given staff position. This is training position and available only to person of good educational background sincerely interested in phase broadcasting 5 kw station. Send photo, complete personal details to J. B. Fuqua, WGAC, Augusta, Ga.

Operator—First class, announcing experience desirable. State experience, training, full details first letter. Room guaranteed. WENC, Whiteville, N. C.

Seeking a capable manager for established network station in eastern North Carolina. If you are thoroughly familiar with local station operation, sales, overall management and public relations, forward snapshot, background and references. Will arrange personal interview your expense. Housing assured. Box 842, BROADCASTING.

Station manager. 10 yrs. management, program, production, sales and promotion experience on AM with 5 yrs. on FM. Agency contacts. Strong sales ideas. Would like to develop station. Go anywhere. Salary and profit participation. Box 832, BROADCASTING.

Promotional Sales organization serving 30 radio stations in as many cities mostly in the southeast seeks timely 5 to 7 minute shows of civic or historical appeal value. Quote price for use of series (at least 24 preferable more) once in each city. Peter H. Sause Enterprises, 1707 Hunt Ave., New York 60, N. Y.

Help Wanted (Con't)

Aggressive, local, outstandingly popular, high-billing station wants top-notch young, ambitious, thoroughly reputable salesman. You've got to be willing to work hard. You must want to earn over $100. a week on commission. You must have successful radio sales experience. As soon as you demonstrate real ability; as quickly as you yourself merit the job, you will become sales manager of this station. Full details and snapshot first letter, please. Or if you have absolute confidence that you're the man, just wire and come ahead. WSNY, Schenectady, N. Y.

Immediate opening for transmitter engineer on Mutual affiliate station in Jefferson City, Missouri. Give full details first letter. Address R. L. Rose, KWOS, Jefferson City, Missouri.

Advertising salesman to invest $6,000 and assume managership southern local station. Solid future for clean, able man. Box 853, BROADCASTING.

Station manager—New 250 watt midwestern station in town of 15,000 wants manager to take complete charge. Box 854, BROADCASTING.

Wanted—Sports announcer by 5000 watt network midwest station. Should have good personality, capable of handling all sports events, as well as special events. Excellent working and living conditions. Write full qualifications, references salary expectations to Box 857, BROADCASTING.

Disc jockey wanted by 5000 watt midwest network station. Excellent opportunity for development of new program ideas. Excellent working and living conditions. Write full qualifications, references, salary expectations to Box 858, BROADCASTING.

Situations Wanted

Experienced manager available—Now general manager Mutual outlet. Fifteen years all phases. Sober, responsible. South only. Box 622, BROADCASTING.

Available—Technical staff for 5 kw station. Chief engineer, 12 years 1-5 kw. Two thoroughly trained and experienced transmitter operators. Singly or as group. Minimum salaries $500, $350, $300 per month. Foreign or USA. Box 811, BROADCASTING.

Successful station manager, 12 years radio. Available soon. Box 812, BROADCASTING.

Announcer—Young married man, 27, recent graduate radio school desires position announcer, disc jockey. Box 813, BROADCASTING.

Announcer available March 3rd. Handle all staff assignments, plus musician, singer and M.C. Excellent for man on the street program. Photo and disc on request. Box 814, BROADCASTING.

Versatile writer wants opportunity to write your station's continuity. Box 816, BROADCASTING.

Chief engineer. New England or York state. Capable. Twelve years radio experience all branches. Box 822, BROADCASTING.

Engineer, 1st phone, experienced, studio, transmitter. desires position with any station within 200 miles of New York. Box 824, BROADCASTING.

Announcer-news editor, excellent experience, versatile. College background. Also professional writer, actor. Prefer New England or east. Box 825, BROADCASTING.

Glib lip flipper wants job with savvy sta. been mikeside 6 years. Working now. Box 827, BROADCASTING.

By former network executive and station program director, presently self-employed, with 12 years experience including all phases programming, production and administration, both executive and operational. Vet, 30, married. Prefer southern California or west coast, but will go anywhere for right proposition or opportunity. Box 828, BROADCASTING.

● STATION MANAGER

12 years experience as program director, commentator, actor, salesman, advertising executive, magazine and script writer. Veteran. Can organize new station—ALL DEPARTMENTS. Contacts everywhere—plus personality.

KNOWS RADIO—THINKS RADIO

Available two weeks notice. Salary secondary to opportunity.

BOX 849, BROADCASTING

Situations Wanted (Cont'd)

Two men—Top notch first class engineer and station manager now employed by small network desires connection with station in southwest metropolitan market. Combination hard to beat. Small market stations considered for salary and percentage. Box 829, BROADCASTING.

Announcer: experienced. Considerable commercial station time. Veteran, married. Willing starter as all-round staff man at livable salary. Operating console, editing news. etc. Can you use me? Box 830, BROADCASTING.

Thoroughly experienced major league baseball sportscaster and newscaster-editor available immediately. ET available. Box 833, BROADCASTING.

Disc Jockey-announcer, single. Have 11 years knowledge of music from jazz to popular. Have high Hooper rating. New original ideas. Steve Schutman, 2989 W. 28th Street, Brooklyn 24, New York. Tel. ESplanade 2-3536.

Announcer—5 year background featuring news and special events. Prefer east but consider all offers. Available immediately. Box 835, BROADCASTING.

Program director—particularly interested new station. Wide radio experience. Box 836, BROADCASTING.

Versatile announcer. College, graduate announcing school Radio City. Can write, act. 24, single, refined. Go anywhere. Let disc do talking. Box 837, BROADCASTING.

Announcer Good speech, mature, personable. Armed Forces Radio and station expereince. Married. 29. Ed Trent, 1633 Taylor Ave., Bronx 60, N. Y.

Urgent—Thoroughly experienced broadcast engineer desires position. Address M. L. Cordero, 315 Walker St., Augusta, Ga.

Transmitter engineer, experienced, dependable, first class licenses. Box 61, Ingleside, Texas.

Newsman—analyst can handle your newsroom. Top experience. Information from RRR, Personnel Service, Box 413, Philadelphia.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Engineer, former Air Force operator, married, interested in southwest, need experience in broadcasting; first telephone license. Box 838, BROADCASTING.

Program director-announcer position local station desired. Veteran, eight years in radio. Northern U.S. preferred Details, transcription on request. Now employed. Box 839, BROADCASTING.

Young successful 250 station manager available March 15th-31st. Present position small town station manager; desires same in good climate. Network experience, network station experience, college graduate, proven sales record, hypo operations man. Box 840, BROADCASTING.

OPENING FOR TWO SALES ENGINEERS

Two qualified men are required by a prominent manufacturer of broadcasting equipment for the position of sales engineer in the midwest territory. Applicants should have a thorough knowledge of commercial broadcasting and the use of various types of apparatus. An engineering education is helpful but not mandatory. This is a real opportunity for ambitious salesminded men to command a good income if they produce the business. Please send full particulars about present and past employment, education, marital status, remuneration expected, and if possible, a photograph. Reply to

Box 856, BROADCASTING

Situations Wanted (Cont'd)

Sports announcer. Experienced in all major sports. Play by play a specialty. Now employed. Veteran, married. Box 841, BROADCASTING.

Announcer experienced, married, 32, New England preferred. Details on request. $45 plus talent fees. Box 843, BROADCASTING.

Announcer, seven years experience, news, commercial, all phases broadcasting, desires position with eastern, New York or west coast station. 1 kw or over. Box 844, BROADCASTING.

Announcer—3 years experience, top disc jockey, can really sell. College grad. Veteran. Box 845, BROADCASTING.

Announcer—Veteran, desires position with large, progressive station, preferably midwest or Calif. Five years experience. Presently employed. Transcription available. Best references. Box 846, BROADCASTING.

Manager—Seventeen years experience. Operations and sales policies have proved ability to produce. Box 847, BROADCASTING.

Woman's director with continuity and air experience desires permanent affiliation with progressive station. References. Box 848, BROADCASTING.

Available—General manager, commercial manager, program manager. All announce, sell, write, have car, play by play. May have chief engineer. Now employed together. Box 850, BROADCASTING.

Nationally known network announcer, news and sports commentator, desires position as sports director for regional network, or single station affiliation as manager, assistant manager, or program director. Best references. Write Box 851, BROADCASTING.

Managerial executive with twenty years experience in all phases of radio station operation. Desires affiliation with new or established local or regional stations. Well known throughout industry and thoroughly familiar with FCC procedure. Best of references. Box 865, BROADCASTING.

Engineer with first class ticket wants change with chance for advancement. Has two years experience FM, AM, studio, transmitter. Box 859, BROADCASTING.

Station manager—key man. A Working manager with practical knowledge of every phase of station operation. 15 years solid background of management, sales and program direction. Pioneered in FM. Good administrator, skilled in newspaper-radio operation. Box 855, BROADCASTING.

Announcer-engineer with first phone ticket. Excellent references—stymied—2 week's notice. Box 860, BROADCASTING.

Experienced manager, whose ability in commercial programming, public relations, promotion and personnel direction has been proven, will make your station an essential and profitable part of your community. Now employed. Details and references on request to Box 861, BROADCASTING.

Graduate of liberal arts college desires position in small network station. Good announcing voice, superior knowledge of music, creative talents in programming, scheduling, continuity-writing. Many original ideas for local shows. Married, 22, ex-Navy officer. Box 862, BROADCASTING.

Chief engineer available immediately. A Mason with best character and technical references. 16 years experience. Prefer the south. Box 866, BROADCASTING.

FOR SALE OUTRIGHT

Five minute transcribed quiz show $2200.00—39 masters, additional 39 scripts. Brand new show. Write.

BOX 864, BROADCASTING

WHWL, Nanticoke, Pa., 1 Kw Outlet, Takes Air

WHWL Nanticoke, Pa., key station for Radio Anthracite Inc., began operation Feb. 21 as a daytime outlet with 1 kw on 730 kc. Radio Anthracite eventually hopes to serve the entire Eastern Pennsylvania area, and has filed applications for two other stations, a combined AM-FM outlet at Shamokin and an AM outlet at Pottstown.

Officers of the corporation are: Henry W. Lark, Sunbury, president; Sam Price, Harrisburg, vice president; Carl Rice, Sunbury, secretary-treasurer.

Sam Leavitt, who has been active in radio since 1925 and who was with KPAC Port Arthur, Tex., before he joined WHWL, has been named general manager of the new Nanticoke station. Other staff members include: Stanley Binkoski, commercial manager; Tom Bigler, program director.

For Sale

Studio, transcription, and transmitter control console for specialized requirements. Cabinets and panels stainless steel and engraved. Desks bleached hardwood with heavy linoleum tops. Box 820, BROADCASTING.

Fairchild recording amplifier, Model 219, complete, in carrying case. First class condition. $100. WSJS, Winston-Salem, N. C.

For Sale: 100/250 watt composite broadcast transmitter complete with composite console and speech input equipment. Western Electric program limiter. Now in use available in 90 days. Call or write Doyle Osman, KXO, El Centro, Calif.

RCA 4180 frequency monitor. Installation new crystal, new meter scale will modify to meet present requirements. $180. WGAC, Augusta, Ga.

For sale—Ready for immediate installation 304C Western Electric transmitter, complete with $1800.00 worth of tubes. Feedback circuit, accumulating time meter on tubes. Wire or phone KIEM 93, Eureka, California.

Excellent broadcasting property to be sold in next ten days because of possible overlap. Well established 250 watt network affiliate covering two fine midwest markets. This station is making nice profits now and offers splendid opportunity for development. Price $125,000 to the right buyer. Write Blackburn-Hamilton Co., Radio Station Brokers, Washington, D. C., 1011 New Hampshire Ave., National 7405. San Francisco—235 Montgomery St., Exbrook 5672.

For sale. Two Rek-O-Kut professional overhead cutters minus cutting heads, two professional transcription turntables. New. Best offer takes all. List price $600.00. New Institute, 29 Flatbush Ave., Brooklyn 17, N. Y.

Best offer takes two Presto 8 N recorders complete with microphones, perfect condition. Used less than one year. Contact Chief Engineer, KSTP, Minneapolis, Minn.

Wanted to Buy

Wanted—Cutting head for RCA 70-A transcription turntable or used transcribing equipment of standard make in good condition. KVAN, Vancouver, Washington.

Wanted. 5000 watt transmitter available in near future. WJOI, Florence, Alabama.

Miscellaneous

Attention Southern California applicants. Let me design and build your station. Write for details. Box 821, BROADCASTING.

Jockey's comedy collection. $2.00 Kleinman, 25-31-T 30th Rd., Astoria 2, N. Y.

Frequency monitor service: We service all standard makes of station monitors including replacement or regrinding of the crystal. High quality quartz crystals for broadcast and other services. FCC accepted station frequency measurements. Over a decade of satisfaction and fast service! Eidson Electronic Company, Temple, Texas.

Upcoming

Feb. 24: FCC Oral Argument in Matter of Rules and Regulations Concerning Multiple Ownership of Broadcast Stations (Docket 8050), Room 6121, FCC Hdqtrs., Washington.

Feb. 24-25: NAB Music Advisory Committee, New York.

Feb. 26-27: NAB Freedom of Radio Committee, New York.

Feb. 27-March 2: Annual Conference on Station Problems, Oklahoma U., Norman, Okla., and Skirvin Tower, Oklahoma City.

March 3: NAB News Subcommittee, Program Executive Committee, New York.

March 5: NAB Standards of Practice Committee, Washington.

March 6-7: NAB Program Directors Executive Committee, Washington.

March 7: FCC Hearing re Amendments to standards of good engineering practice concerning standard stations.

March 7-9: Assn. of Women Broadcasters Annual Convention, Hotel Roosevelt, New York.

March 10-11: National Marketing Conference, sponsored by U. S. Chamber of Commerce Domestic Distribution Dept., Hotel Stevens, Chicago.

March 15: Assn. of Women Broadcasters, "Women in Radio" Conference, Cornell U., Ithaca, N. Y.

ILLINOIS FM OUTLET GOES 'COMMERCIAL'

WMIX, FM station at Mt. Vernon, Ill., which went on the air Sept. 15 and until recently operated with a staff of only two, has been broadcasting on a commercial basis since Feb. 3, Fred Dodge, general manager, reports. On the same date the station increased its broadcast day to eight hours, with time 75% sold. Station has 34 local advertisers, Mr. Dodge states.

Previously WMIX, which operates with 250 w on 103.7 mc, maintained a six-hour day and seven-day-a-week schedule for 18 weeks. During this period the staff included a non-announcing engineer and one experienced radio man, Mr. Dodge. The hours of broadcast were 11 a. m.-1 p. m. and 5-9 p. m. Since going commercial WMIX has added two morning hours, 9-11 a. m., and Mr. Dodge states that the station plans to add two more hours. The staff has been increased to four—an experienced announcer-writer-salesman, an on-the-job trainee, engineer and Mr. Dodge.

WMIX is owned by Mt. Vernon Radio and Television Co., representing 25 stockholders. John R. Mitchell is president. Stockholders are Mt. Vernon business and professional men.

Refrigeration Boom

A SURVEY recently conducted by the Refrigeration Equipment Manufacturers Association reveals that the addition of nearly 1,000 AM and FM stations as estimated by the FCC will greatly stimulate the demand for air conditioning equipment. The association said air conditioning equipment is a technical must in television stations and almost indispensable with AM and FM stations. Literature as to the advantages of air conditioning is being distributed to all television, AM and FM applicants by the association.

STUDIO CONSTRUCTION WORK BEGUN AT WLOS

CONSTRUCTION of studios and transmitter house for WLOS and WLOS-FM Asheville, N. C., has begun, Charles B. Britt, general manager of the new AM-FM outlet, announces. WLOS will operate with 5 kw on 1380 kc and WLOS-FM with 8.8 kw on 94.3 mc.

Studio facilities in Asheville's Battery Park Hotel will include three studios and three control rooms, Mr. Britt states. RCA equipment is to be used.

WLOS will be affiliated with Mutual. In addition to Mr. Britt, who was discharged from the AAF recently with the rank of major, the station has announced appointment of Palmer A. Greer as engineering director. Mr. Greer, recently with WSPA Spartansburg, S. C., was head of Western Electric's technical representatives for radar at Wright Field.

Georgia Institute

SECOND ANNUAL institute of the Georgia Assn. of Broadcasters will be held May 18, 19 and 20 at the University of Georgia at Athens, Dwight Bruce of WTOC Savannah, representing the committee in charge of arrangements, announced following a meeting of the committee Feb. 10 in Atlanta. Program plans now are being drawn, Mr. Bruce said. A special luncheon is planned for May 19.

NOW YOU CAN

INCREASE

YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in radio, under expert guidance—you may not have capitalized completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

Ernest Molver, Washington editor for CBS News—"My work as news editor has greatly improved as a direct result of my training in this school. My writing and broadcasting ability was augmented."

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Allee Keith, nationally famous author and educator. GI accredited.

★

Address inquiries to:

NATIONAL ACADEMY OF BROADCASTING

1366 Irving St., N.W., Dept. 103, Washington 10, D. C.

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

Importance of World Shortwave Seen

Licensees Agree U. S. Must Help Support Enterprise

INTERNATIONAL Broadcasting must continue to be an American enterprise, and because of limitation upon money available to private enterprise for such purposes, the Government must assist in the maintenance of a strong "Voice of America," in any future plans. This appeared to be the consensus of opinion last week among the seven licensees now engaged, under contract to the State Department, in international broadcasting.

Assistant Secretary of State William Benton has been working on a plan for an International Broadcasting Foundation [BROADCASTING, June 24, 1946] for more than a year. Approval by Secretary of State George C. Marshall was strongly implied in a message to Congress urging a publicly chartered corporation to operate international broadcasting facilities [BROADCASTING, Feb. 10].

Commercial Ads Could Help

One objection from industry is that the foundation plan as it stands does not place enough emphasis on possibilities for institutionalized advertising to bear part of the cost. There is recognition, however, that advertising revenue is not presently available to support privately operated international broadcasting on the scale necessary in the national interest.

In a statement for BROADCASTING Walter Evans, vice president of Westinghouse Electric Corp. declared, "Of the plans so far proposed, it is our belief that the best solution lies in the creation of a corporation which will be controlled by private citizens and derive its revenue from industry, our Government, and the United Nations.

"We met the problem of world service through the creation of the American and the International Red Cross and we feel that this problem can likewise be as successfully solved. Such a corporation, free of political control, would operate the facilities without losing the confidence of any world citizen."

Mr. Evans expressed conviction that revenues from private industry would increase as world trade increases so that an annual governmental guarantee would progressively decrease. He recommended: placing international broadcasting facilities "under a single corporation created by Act of Congress"; limitation of governmental financial support to the amount necessary to underwrite annual losses, and control entirely by private citizens.

Shouse's Views

James D. Shouse, president of Crosley Broadcasting Corp., told BROADCASTING that although he had not seen a draft of the plan currently being submitted "I have quite consistently for several years advocated some such solution to the international broadcasting problem . . . from what I have read so far I am certainly in general agreement."

Wesley I. Dumm, of Associated Broadcasters Inc., of California, said he considers "the legislation now being sought by Secretary of State Marshall a reasonably sound method of approach to the problem of international broadcasting."

It was also understood that there has been objection to the State Department plan on grounds that operation by the United States of such a foundation might lead to warfare of the airwaves unless the United Nations are given a broad jurisdiction over international broadcasting.

Industry approval, it was learned, was given reluctantly in some cases because of a feeling that although a limitation of the spectrum makes centralization of control necessary, it also means too much Government control.

Lemmon Opposed

Most opposition to the plan was expressed by Walter S. Lemmon, president of World Wide Broadcasting Foundation (see story on this page), who told BROADCASTING, "It should be pointed out that we are willing to continue our cooperation with the State Department but we feel that independent broadcasters should be free to operate as freely as the Government can."

"Mr. Benton's plan," he continued, "requires that all shortwave broadcasting from the U. S. be done by what one might call an American BBC and maintained by funds voted by Congress."

He declared that what is done in shortwave "is merely a stepping stone to what may happen in domestic broadcasting."

State Department officials pointed out that Government participation in the proposed plan is necessary not only because of the public money which would be involved, but also since listeners in other countries will identify any "Voice of America" as the official voice of the government. It is therefore necessary, they say, to give some uniformity to international broadcasting operations.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess Music

OPEN THE DOOR, RICHARD

On Transcriptions: **Capitol, Jan Garber; Standard, Freddy Martin; World, Charlie Spivak; MacGregor, Barclay Allen.**

On Records: **Three Flames (Col.), Count Basie (Vic.), Jack McVea (B & W), Dusty Fletcher (Nat.), Pied Pipers (Cap.), Merry Macs (Maj.), Charioteers (Col.), Bill Samuels (Mercury), Sid Catlett (Manor), "Lips" Page (Apollo), Brown-Grimes (Sig.), Louis Jordan (Dec.), Charlie Spivak (Vic.).**

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

U. S. NEEDS STRONGER VOICE, HOLLES SAYS

EVERETT HOLLES, CBS midwest news editor, told an audience of Standard Oil, McCann Erickson Advertising and WBBM executives, Wednesday on his return from a 30-day tour of Europe that America needs a stronger voice on that continent to compete with Russian radio propaganda.

"The AFN network cannot compete with Radio Vienna in Russian-occupied Austria because of its lack of power and as a result seven-tenths of the listening is to Russian radio," Mr. Holles said.

Mr. Holles said German youths are avid listeners and that radio could be a great instrument in their reeducation. He termed as hopeless the task of de-Nazifying the present generation of Germans.

Ecclesine to CBS

JOSEPH A. ECCLESINE, formerly a copywriter in the *Time Magazine*, New York, promotion department, has joined the CBS sales promotion department in the same capacity. Prior to his association with *Time*, Mr. Ecclesine was with the advertising council and during the war served as associate director of the OWI's domestic radio bureau, in charge of the radio allocation plan. Before joining the OWI he was network sales promotion manager at NBC.

Gager Director

CURTIS H. GAGER, vice president of General Foods Corp., New York, has been elected a director of the organization. Mr. Gager joined General Foods in 1929 and is at present operational vice president in charge of the operations of eight General Foods divisions.

Lemmon to Begin His Own Broadcasts

WALTER S. LEMMON, president of World Wide Broadcasting Foundation, has informed the State Department that he intends to start broadcasting to Europe on his own time beginning March 1. World Wide, licensee of WRUL, WRUW and three other Boston stations, has been turning all of its time over to the government up to the present.

Under the terms of a contract between World Wide and the State Department signed about ten days ago, World Wide is free at any time to request as much of its own time as it desires. The proposed program will be from 1:30 to 4:45 p. m., which government officials describe as the "best time" for broadcasting to Europe.

It is understood that although Mr. Lemmon has had an application for international broadcasting before the FCC for some time, no action has yet been taken.

Mr. Lemmon's application is the first of its kind since the government took over all international broadcasting facilities in this country in Nov. 1942. He had originally expressed the intention of beginning his own international program on Feb. 17, but postponed it until March 1. World Wide cannot actually go on the air under its own name until permission is granted by the FCC.

Employes Feted As Shoe Company Returns to Air

THE COWARD SHOE Co., Inc., New York, celebrated the launching of its new WNBC New York program, *The Frank Parker Show*, at an employe party in its Empire State Bldg. store on Feb. 19, heralding its return to radio after an 8-year absence. The program will be heard Sundays, 1:15-1:30 p. m.

Attending the party were R. H. Malsin, president of Coward Shoe Co.; David Kasanof, advertising manager of the firm, and other members of the executive staff; E. Raices, account executive, and John Mitchell, radio director of the Frederick Clinton Advertising Co., New York, which handles the account; H. V. Anderson, WNBC account executive, and W. O. Tilenius, sales manager for the station.

Shreveport Institute

A ONE-DAY RADIO institute was held on Feb. 21 in Shreveport, La., sponsored by the American Legion Auxiliary. Mrs. Bernard Lera, the Auxiliary's Louisiana radio chairman, was in charge. The morning session included talks by James Turner, program manager of KTBS Shreveport; Robert Atherton, program manager of KWKH Shreveport; William Switzer, program manager of KRMD Shreveport.

CLASS B FM SET-UP JUGGLED IN CALIFORNIA

CLASS B FM channel changes were announced by FCC last week for California to relieve limitations to several areas and to provide a class B channel for Santa Cruz. The changes also involve a change in frequency of KRFM Fresno to a channel yet to be determined.

The following changes were made in the tentative allocation plan.

	Channels	
	Delete	Add
Monterey	271, 273	—
Salinas	277, 279	—
Watsonville	275	—
Salinas (including Monterey, Santa Cruz, and Watsonville)	—	272, 274, 276, 278, 280
Fresno	272, 274, 276, 278	228, 240, 242, 244
Tulare	242, 244	248, 250
Visalia	240	246

5 FM Conditionals And 4 CPs Granted

FCC Also Issues Four CPs Covering Changes

CONDITIONAL grants for five new FM stations and construction permits for four FM outlets were announced by FCC last week. In addition CPs covering new facilities in lieu of previous conditions were issued by the Commission to four permittees.

Conditional grant of a class A FM outlet, subject to further review and approval of engineering details, went to San Mateo County Broadcasters, San Mateo, Calif., owner of new AM station KVSM that city.

Oklahoma Press Publishing Co., Muskogee, Okla., was given a conditional class B FM grant. Firm publishes daily *Phoenix* and *Times-Democrat*.

Other class B conditionals went to licensees of WLEU Erie, Pa., and WFJM Daytona Beach, Fla., and to Wichtex Broadcasting Co., Wichita Falls, Tex. Latter is owned by Darrold A. Cannan, who is 14% owner of KFIM Beaumont, Tex.

The following were authorized CPs; conditions. Power given is effective radiated power, antenna height is height above average terrain; AM affiliations shown in parenthesis:

WFLA-FM The Tribune Co. (WFLA), Tampa, Fla.—Class B; channel 93.3 mc. (No. 227); 46 kw; 490 feet. (In lieu of previous conditions).

WMLL Evansville on the Air (WEOA, WGBF), Evansville, Ind.—Class B; channel 94.7 mc. (No. 234); 20 kw; 280 feet (in lieu of previous conditions).

KCRG-FM The Gazette Co. (KCRG), Cedar Rapids, Iowa—Class B; channel 96.1 mc (No. 241); 48 kw; 310 feet (in lieu of previous conditions).

Stephens Bcstg. Co. (WDSU), New Orleans—Class B; channel 93.1 mc. (No. 226); 200 kw; 420 feet.

Neptune Bcstg. Corp. (WFPG), Atlantic City—Class B; channel 103.9 mc. (No. 280); 15.5 kw; 380 feet.

Spartanburg Bcstg. Co. (WORD), Spartanburg, S. C.—Class B; channel 92.5 mc. (No. 223); 10 kw; 480 feet.

Variety Bcstg. Co. (KIXL), Dallas, Tex.—Class B; channel 93.5 mc. (No. 228); 34 kw; 470 feet.

WRVA-FM Larus & Bro. Co. (WRVA), Richmond, Va.—Class B, channel 95.9 mc. (No. 240); 21 kw; 510 feet (in lieu of previous conditions).

Legislative Mill

S.623—Ban on liquor advertising by radio proposed by Sen. Edwin C. Johnson (D-Colo.) in a bill introduced in the Senate last Monday. The measure would make licenses granted by the FCC conditional upon compliance with the no-liquor-advertising provision.

* * *

H.R.1766—A bill making it a criminal offense to interfere with the production or transmission of broadcasts has been introduced in the House by Rep. Clare E. Hoffman (R-Mich.) and referred to the Judiciary committee. The measure provides for imprisonment from six months to five years and fines from $100 to $5,000 for violations which would interfere with "the freedom of speech and a free press."

FINDINGS ARE ISSUED IN KTUL LABOR CASE

CHARGE by International Brotherhood of Electrical Workers, Local 1287, Tulsa that Tulsa Broadcasting Co., licensee of KTUL, had engaged in unfair labor practices in discharging two employes who were members of the union was not sustained by a National Labor Relations Board trial examiner.

The case [BROADCASTING, Feb. 17, Sept. 23, 1946] involved dismissal from KTUL employ of Engineers Gregory Chancellor and William Taylor. John Esau, general manager, KTUL, explained before the trial examiner that both were dismissed in order to make room for returning veterans. Sustaining that explanation, Trial Examiner Sidney L. Feiler concluded after hearing: "The respondent . . . has not engaged in unfair labor practices within the meaning of Section 8(3) of the Act".

The examiner did cite Tulsa Broadcasting Co. as having "engaged in unfair labor practices" for having interfered with employes in the exercise of their rights "guaranteed in Section 7 of the Act" and "within the meaning of Section 8(1) of the Act".

The IBEW charge was dropped following the finding.

Michigan Conference

MISS JUDITH WALLER, director of public service programs for NBC, will be featured speaker at Michigan's second radio conference March 8 at Michigan State College, J. A. Callaway, associate professor of speech, dramatics and radio education, announced last week. Miss Kathleen Lardie, national president of Assn. for Education by Radio, will lead a discussion on "How Can Radio Be Used More Effectively in the Schools of Michigan?" Burton Paulu, director of the U. of Minnesota station, KUOM, will discuss "Radio Education Around the World."

Retail TV Demand Survey Is Planned

Abrahams Will Ask Stores to Give Experience Data

SURVEYS designed to reveal the extent of the nation's retailers interest in television as a means of advertising and to collate whatever information is available about the experiences of advertisers with television will be undertaken immediately.

Survey plans were announced last Thursday, following a meeting in New York of the television subcommittee of the NAB sales managers' executive committee and a group of retailers assembled by the National Retail Dry Goods Assn.

Howard P. Abrahams, manager of the NRDGA sales promotion division, will conduct the retailers' survey, asking stores in all cities with video stations now or where they are contemplated this year to report on their use or intended use of television and on what type of assistance they would like to have. Frank Pellegrin, NAB director of broadcast advertising, will obtain from video stations now operating their lists of sponsors with as much information on their experiences as can be secured at this early date in video history.

Attending the meeting for the broadcasters were: Gene Thomas, WOR, chairman of the subcommittee; George Moskovics, WCBS-TV; Reynold Kraft, WNBT; James V. McConnell, NBC; Sam Cuff, WABD; Helen Rhodes, WRGB; George Shupert, Paramount Pictures; Mr. Pellegrin and Lee Hart, NAB.

Retailers were represented by: David Arons, Gimbel Bros., Philadelphia; Irene Bender, Associated Merchandising Corp.; Mr. Abrahams and May Stern, NRDGA.

AT&T Dividend

DIRECTORS of the American Telephone & Telegraph Co. last week declared a quarterly dividend of $2.25 per share payable April 15, 1947 to stockholders of record at the close of business Mar. 17, 1947.

Radio Cake

RADIO EDITORS "had their cake and ate it" last week, when WOR New York, celebrating its 25th birthday, reversed the procedure and distributed birthday cakes to members of the press at their offices. In addition, radio tickets to the station's two anniversary broadcasts on Feb. 22 were included.

TRANSFER OF ONE-THIRD OF KICA IS APPROVED

SALE of one-third interest in KICA Clovis, N. M. (1240 kc, 250 w) by owner Hugh DeWitt Landis to Manager Ross B. McAlister for $25,000 [BROADCASTING, Dec. 23] was approved by FCC last Thursday.

The KICA license was assigned from Mr. Landis as an individual to Messrs. Landis and McAlister as a partnership doing business in the name of Radio Station KICA. Mr. McAlister also owns one-third interest in KTNM Tucumcari, N. M.

The Commission approved the transfer of 85.2% of WROK Rockford, Ill. (1440 kc, 1 kw day, 500 w night) from the late Mrs. Ruth Hannah Sims to Albert G. Sims, distributee under her will. No monetary consideration is involved.

Assignment of license of WQUA Moline, Ill. (1230 kc, 250 w) from a partnership to a corporation, Moline Broadcasting Corp., also was approved by FCC. Owners remain the same: Bruff W. Olin Jr., G. Decker French, and Howard P. Eckerman.

Tube Plants Sold

TWO radio receiving tube plants have been sold by War Assets Administration. Electra Voice Corp. has purchased a Bowling Green, Ky., plant for $781,000. General Electric Co. has acquired a Tell City, Ind., plant for $851,000.

CHASE & SANBORN "Charlie McCarthy Show," NBC, March 16 is to originate from Mexico City.

STATE DEPARTMENT ASKS ANOTHER HIGH BAND

PROPOSED ALLOCATION of an additional high frequency broadcasting band between 25,600 and 26,100 kc, added at the request of the State Dept., was revealed by FCC last week in a review of the U.S. frequency service-allocation proposal for the entire spectrum, from 10 kc to 30,000 mc.

The review and modifications were made by the preparatory committee for the forthcoming International Telecommunications Conference, under State Dept. sponsorship. FCC said modifications include:

A band has been added for navigational service, between 10 and 14 kc; coastal telegraph stations are permitted in the band 14-100 kc; the 200-280 kc band has been designated for ultimate use for a long distance aid; the loran allocation between 1800 and 2000 kc has been re-worded; a note has been inserted to show U.S. intentions for 4000 kc with respect to tropical broadcasting; aeronautical mobile route band has been shifted from 16,490-16,540 kc to 15,300-15,350 kc; aeronautical mobile route band 17,980-18,040 kc has been made available for sharing by aeronautical fixed service; the band 27,185 to 27,455 kc has been widened to 27 160 to 27,480 kc, primarily for use of industrial, scientific and medical service, with sharing by amateur, fixed and mobile services; power limitation in 29.7-30 mc band has been removed; FCC's recent allocation of 2450 mc for industrial, scientific and medical service is shown; several "slight adjustments" were made in the high frequency maritime mobile service allocations.

KFVD Los Angeles has completed technical changes and started broadcasting with 5000 w. Operating previously with 1000 w, station was authorized increase in August.

Radio Should Be Free to Editorialize S. C. Governor Says at WSPA Ceremony

RADIO STATIONS have been placed in too much of a straitjacket with reference to taking a stand on public questions which affect the people they serve, South Carolina's governor, J. Strom Thurmond, declared in an address Monday night, Feb. 17, at a dinner held in Spartanburg, S. C., to mark an increase in power to 3 kw for WSPA-FM. The governor spoke at the dinner, attended by a large group of national radio and press personalities and government officials, before he pulled the switch which put WSPA-FM on the higher power. The event also marked the 17th birthday of the parent station, WSPA.

"Certainly radio stations must be fair and impartial in presenting controversial questions," Governor Thurmond said. "But," he added, "I feel that radio stations could and should have programs for the social and economic betterment of the communities and sections they serve."

Continuing along the same line, the governor declared that "radio stations should be free to editorialize in promoting these programs designed to improve community life and to promote good government."

Congratulating the owners and the staff of WSPA for the station's 17-year record of service to Spartanburg and to South Carolina, Governor Thurmond said:

"I am sure that the services rendered by WSPA and the other active and beneficial stations of this state have done much to lift our citizenship to higher levels. The public service features of radio broadcasting are obligations that most stations meet willingly and I know that all of you will agree that WSPA in Spartanburg has been a leader in acceptance of these responsibilities.

"Station WSPA-FM can—and I am sure will—help tremendously in carrying out my ideas for the betterment of South Carolina. Now, on this inaugural program, it takes upon itself a trust—a public trust. I am sure that it will carry out that trust faithfully and eagerly."

Turner Catledge, assistant managing editor of the *New York Times*, selected as spokesman for the visiting radio and newspaper men, cited the necessity of radio as an informant. He said: "Nothing in the world is more important than informing people what's going on in the world. It is a right, a necessity, and I'm glad to be a part of a facility to inform people."

Out-of-town guests included Horace L. Lohnes, Washington radio attorney; Andrew D. Ring, Washington consulting radio engineer, Fred Hague of the Geo P. Hollingbery Co., national station representatives; William Dannenbarger, United Press and Sol Taishoff, editor and publisher, BROADCASTING.

NEW DAYTIME GRANT ISSUED FOR JAMESTOWN

GRANT for a new daytime station at Jamestown, N. Y., to operate on 1470 kc with 1 kw, was issued by FCC last Thursday to Air Waves Inc.

The Commission also issued a modification of construction permit to KSDJ, new San Diego station owned by Clinton D. McKinnon and authorized to use 1170 kc with 5 kw fulltime, to reduce night power to 1 kw, directionalized.

Air Waves, the Jamestown grantee, is owned by Robert L. Blalock and Harry E. Layman, who together hold control of WASL, new station at Annapolis, Md. With minority shares held by their respective wives, Messrs. Blalock and Layman own 50% each in Air Waves.

Sackett Buys KWJJ Portland; $400,000

SALE of KWJJ Portland, Ore., to Sheldon F. Sackett, Pacific Coast broadcaster, at reported price of $400,000 was announced last week by KWJJ Broadcasting Co. Final consummation of deal is contingent upon FCC approval with $20,000 cash held now and remainder to be paid upon Commission approval.

Operating fulltime with 1 kw on 1080 kc, KWJJ is headed by Wilbur J. Jerman, president, and John C. Eagen, secretary-treasurer.

Mr. Sackett operates KROW Oakland, Calif., KOOS Coos Bay, Ore., and KVAN Vancouver, Wash. Despite his recent purchase of the *Vancouver Sun*, it was reported Mr. Sackett would dispose of interest in latter stations.

Sale includes building at 1101 Southwest 6th Ave., which also temporarily houses KGW. Transaction for Mr. Sackett, handled by Smith Davis, president of Smith Davis Co., Cleveland newspaper and radio financier.

Authorization Is Granted To Station WOI Ames

WITH Comr. E. K. Jett voting "no," the FCC last Thursday granted WOI Ames, Iowa, 5 kw daytime station on the 640 kc clear channel on which KFI Los Angeles is dominant, a special service authorization to operate with 1 kw from 6 a.m. to local sunrise (CST).

The authorization extends to Nov. 1, 1949 "or to date when final findings are adopted in clear channel hearing, whichever may be earlier." WOI already operates with 1 kw on SSA from 6 a.m. to local sunrise during March, April, August, September, October, and November, and from 6 to 8 a.m. CST in December, January, February.

USSR REPORT
'Liven Up' Is Comment On U. S. Beam

FIRST official appraisal of the Russian *Voice of America* which went on the air last Monday [BROADCASTING, Feb. 17] concluded that although "overall" Russian reaction was "favorable" the program needs livening up. (Story page 36.)

A critique from State Dept. officials in Moscow reported that the announcers' accent was very good, and superior to the BBC, but the British broadcasters, they added, had superior diction. They also reported that there was too much dramatic effort which tended to overemphasize delivery and distract attention from program content. Reception was described as "only fair."

Russians were reported to feel that although the talk on American historical background was "interesting" it was also confusing and long-winded.

A U. S. Embassy notice announcing the new program was not printed in the Moscow press, but U. S. received the advantage of BBC cooperation. The British have been broadcasting to Russia for some time and reportedly have developed a considerable listening audience. BROADCASTING learned that BBC carried an announcement of the new *Voice of America* program with details of time and frequency.

Fordham Institute

A SIX-WEEK institute in radio will be held this summer at Fordham U. from July 7 through Aug. 15, the Rev. R. F. Grady, director of the Department of Communication Arts, announced last week. Included in the summer curriculum are courses on television techniques, music in radio, direction and production, radio scriptwriting, announcing and commentating, station operation and management, the advertising agency in radio, the social aspects of radio, radio in education, and the business side of radio.

$40,000 A WEEK
Jack Benny to Get Record Sum for Theatre Engagement

A RECORD-BREAKING salary of more than $40,000 a week will be paid to Jack Benny by the Roxy Theatre, New York, for a two-week engagement in May, it was learned last week.

Mr. Benny, who performs on NBC for the American Tobacco Co., begins his Roxy engagement on May 22. Before then, he will play at the Chicago Theatre, Chicago, for a week at what was said to be a salary almost as large as that he will receive at the Roxy. His Chicago engagement begins May 9.

The $40,000 a week is said to be the highest salary ever paid in the theatre.

WHO Compares Surveys; Figures Agree

Though Techniques Differ, Results Are Similar

By PAUL A. LOYET and MAURICE E. McMURRAY

HOW RELIABLE is radio station audience research? To help answer that question, WHO Des Moines has just completed a unique comparison of the results of three major surveys: "1946 Iowa Radio Audience Survey," "The National Broadcasting Company 1944 All County Post Card Survey," and "The Broadcast Measurement Bureau Station Audience Report for WHO." All three corroborate each other to an amazing degree.

AN AMAZING similarity has been found in the results of three surveys on the WHO listening area, as compared by Messrs. Loyet and McMurray. Mr. Loyet is vice president and technical director of WHO; Mr. McMurray is promotion manager.

Two factors made this study possible:

(1) A number of surveys have been made of WHO.

(2) WHO is a 50,000-w 1-A clear channel station and is centrally located in the state.

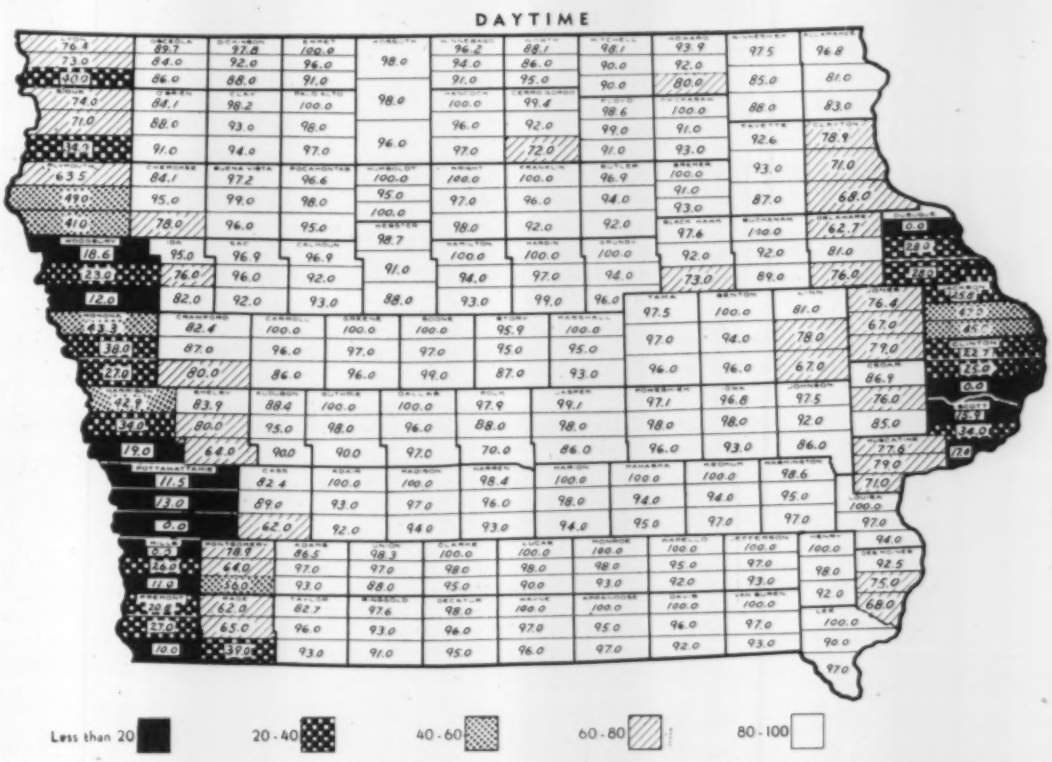
Comparison of all three surveys has been made by counties using the "listened to regularly" percentages from the Iowa Radio Audiences Survey, the "listened to at least once per week" percentages from Broadcast Measurement Bureau, and the "regular listening" percentages from the NBC Survey.

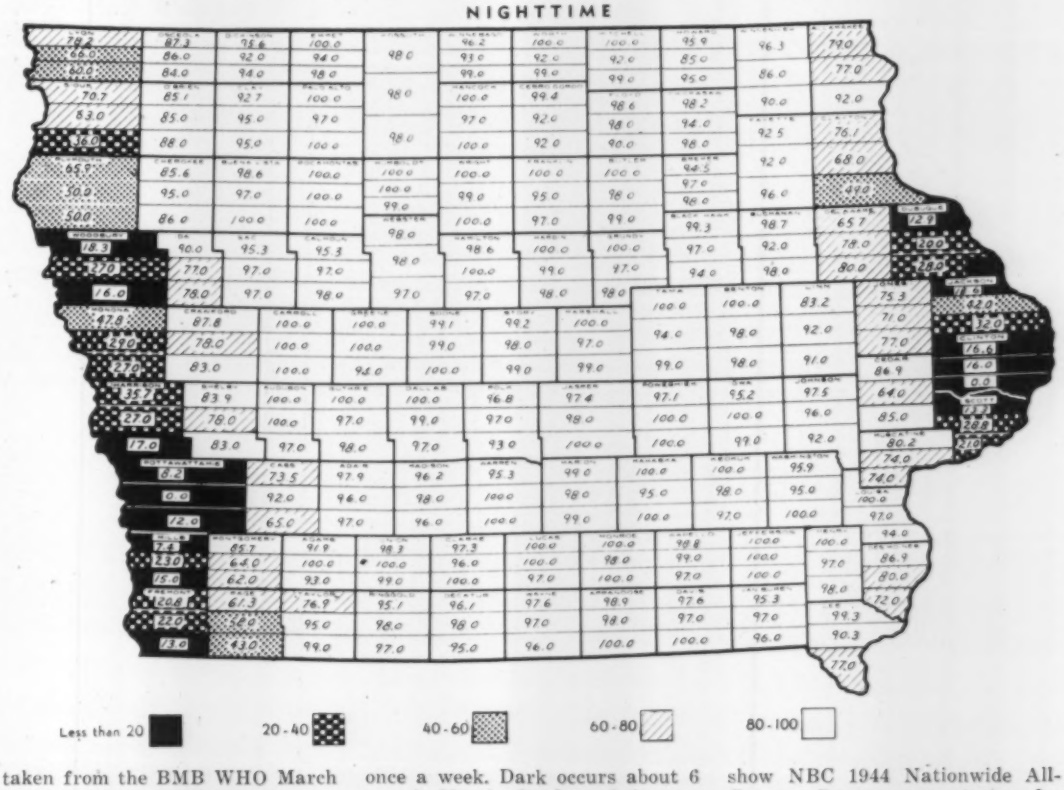
Although there is a marked difference in the techniques there is a striking similarity of figures among the three studies. For example, out of Iowa's 99 counties all three surveys show more than 90% for WHO in 50 counties during daytime. At night 65 counties show more than 90% for all three surveys. In most counties figures are within 10% variation. In only four border counties, Jackson (daytime) and Page, Lyon, Sioux (nighttime), is there, day or night, more than 20% difference in the figures or in the change of more than one level (20-40, 40-60, etc.) as established on the maps. Iowa Radio Audience Survey figures from 1938 through 1946 show a similar variation.

Top figures in each county show 1946 Iowa Radio Audience Survey percentages for daytime and nighttime (after 6 p.m.) of families naming WHO as "heard regularly." This survey was conducted during April-May 1946 by Dr. F. L. Whan of the U. of Wichita.

Middle figures in each county, taken from the BMB WHO March 1946 Station Audience Report, show the percent of radio families who listen daytime (before dark) and nighttime (after dark) at least once a week. Dark occurs about 6 p.m. in March, the date of the survey. BMB does not report audiences under 10%.

Bottom figures in each county show NBC 1944 Nationwide All-County Survey percentages for daytime and nighttime of Iowa families naming WHO for "regular listening."





THE IOWA three survey comparison by counties for WHO Des Moines shows (top figure) percentage of "listened to regularly," 1946 Iowa Radio Audience Survey; (middle figure) percentage of "listened to once a week," 1946 BMB Station Audience Report; (bottom figure) percentage of "regular listening," NBC 1944 All-County Survey. Daytime map is shown above; nighttime below.

At Deadline ...

FCC LISTS DEADLINES FOR ENGINEERING STUDIES

MOVING AHEAD with AM "temporary expediting" plan, FCC Friday announced schedule for return of engineering studies on 40 AM channels between Feb. 24 and March 14. Commission simultaneously announced designation of some 35 additional AM applications for hearing, including several filed just before Feb. 7 expediting period deadline.

Channel studies are being prepared by FCC and industry engineers to speed moving of applications. Following schedule shows dates when studies of specific channels are due to be turned in to Commission (schedule for other channels to be announced later):

Feb. 24: 930 and 1430 kc; Feb. 25: 710, 1150, and 1280 kc; Feb. 26: 960 and 1590 kc; Feb. 27: 550 and 980 kc; Feb. 28: 1320 and 1440 kc; March 1: 1370, 1510, and 1520 kc; March 7: 610, 940, and 970 kc; March 8: 850, 1360, and 1470 kc; March 10: 620, 1310, 1380, and 1460 kc; March 11: 630, 680, 740, and 1170 kc; March 12: 600, 1190, 1290, and 1410 kc; March 13: 1140, 1270, 1420, and 1480 kc; March 14: 580, 1250, 1330, and 1600 kc.

Cases designated for hearing in consolidated and individual proceeding and facilities requested follow:

Spartanburg Radio Co., Spartanburg, and Pisgah Bcstg. Co., Brevard, N. C.—CP 1240 kc 250 w unl., consolidated with applications of J. B. Fuqua, Greenville, and William M. Drace, Greer, S. C.

Anderson Bcstg. Co. and Carolina Bcstrs., Anderson, S. C.—CP 1070 kc 1 kw daytime.

Central Bcstg., Independence, and Parsons Bcstg. Co., Parsons, Kan.—CP 1010 kc 250 w day.

Dr. Francisco A. Marquez, Aguadilla, and Jacinto Sugranes, Ponce, P. R.—CP (Marquez) 550 kc 1 kw unl. and CP (Sugranes) 550 kc 1 kw N 5 kw Ls unl.

W. W. Roark and Coleman Bcstg. Co., Coleman, Tex.—CP 1230 kc 250 w unl.

Sky Bcstg. Service, Kansas City, and Leavenworth Bcstg. Co., Leavenworth, Kan.—CP 1130 kc 1 kw day.

Piedmont Bcstg. Co., Greenville, and Harold H. Thoms, Spartanburg, S. C.—CP (Piedmont) 1440 kc 500 w unl. DA-N and CP (Thoms) 1440 kc 1 kw unl.

San Joaquin Bcstrs., Fresno, and Public Interest Bcstrs., Madera, Calif.—CP (San Joaquin) 1230 kc 100 w unl. and CP (Public Interest) 1230 kc 250 w day.

WBBZ Ponca City, Okla.—CP change from 1230 kc 250 w unl. to 1280 kc 5 kw unl. KSOK and KSFT made parties to proceeding.

KFMB and KLIK San Diego, Calif.—CP (KFMB) change 1450 kc 250 w unl. to 550 kc 1 kw unl. DA and CP (KLIK) change 740 kc to 5 kw unl. DA to 550 kc 5 kw unl.

Lake States Bcstg. Co., Milwaukee—CP 1510 kc 5 kw unl. DA-DN.

Pacific Foundation, Richmond, Calif.—CP 710 kc 1 kw day, consolidated with applications of Frank Andrews and Western Bcstg. Assn., Modesto, Calif.

Petaluma Bcstrs. and Walter L. Reed, Petaluma, Calif.—CPs 1490 kc 250 w unl.

Ishpeming Bcstg. Co., Ishpeming, and Gordon H. Brozek, Marquette, Mich.—CP 1240 kc 250 w unl.

Kewanee Bcstg. Co., Kewanee, and KNOX Bcstg. Co., Galesburg, Ill.—CP (Kewanee) 1100 kc 250 w day and CP (KNOX Bcstg.) 1110 kc 1 kw day.

W. W. Roark and Leonard B. Brown, Kerrville, Tex.—CPs 1230 kc 250 w unl.

Harry Willard Linder and Max H. Lavine, St. Cloud, Minn.—CPs 1240 kc 250 w unl.

Alexandria Bcstg. Corp. and Alexandria Radio Corp., Alexandria, Minn.—CPs 1490 kc 250 w unl.

Robert E. Liverance and Cherokee Radio Co., Gaffney, S. C.—CPs 1170 kc 250 w day.

STARTING now to prepare for Dec. 31, 1949, expiration date of contracts between broadcasters and ASCAP, society's board last week appointed committee to canvass situation and be ready to meet with broadcasting industry representatives to discuss renewal terms. If ASCAP does not ask for increased fees and broadcasters are willing to continue under present arrangement, current contract can be extended another nine years merely by neither side taking action.

FCC said Friday it denied KONO San Antonio's request that Commission reconsider and grant its renewal application without hearing previosuly ordered to consider programming.

DAYTIME DUPLICATION PROTESTS REJECTED

PROTESTS of WHAS Louisville, WJR Detroit, WLW Cincinnati, and WGN Chicago against daytime duplications of their clear-channel frequencies rejected by FCC. Commission announced Friday it denied petitions for reconsideration and hearing filed by: WHAS, against grant to Oklahoma A.&M., Stillwater, for 840 kc, 250 w, day; WJR, against grant to Southeastern Broadcasting Co., Clanton, Ala., for 760 kc, 500 w, day; WLW, against grant to Middle West Broadcasting Co., St. Paul, Minn., for 700 kc, 1 kw, day; WGN, against grant to Radio Virginia, Richmond, Va., for 720 kc, 1 kw, day. Clear channel stations contend grants will subject them to daytime skywave interference, which FCC rules do not recognize.

PLAN COLLEGE RATINGS

METHOD of accrediting college radio courses to be considered by Federal Radio Education Committee, which sees need of separating good ones from bad as service to employers. FREC to expand membership, with nonnetwork affiliates, FM and television stations to be represented as well as Assn. for Education by Radio. Committee heard report of FREC-RMA joint committee on school equipment; discussed listing of libraries to serve as depositories for radio material; heard review on progress of FM educational stations.

USES KDTH TIME

TELEGRAPH-HERALD of Dubuque, Ia., licensee KDTH there, given grant for "new" station at Decorah, Ia., sharing time with, and using facilities of, KWLC Decorah, FCC announced Friday. Grantee is leasing KWLC broadcast equipment from Luther College, licensee, for share-time arrangement on 1240 kc with 250 w. KWLC, heretofore daytime station, granted license modification to operate 9:30 a.m. to 1:30 p.m. *Telegraph-Herald* will operate same facilities from 6 a.m. to 9:30 a.m., and 1:30 p.m. to midnight.

ORAL ARGUMENT to determine whether AM stations should be assigned in same city with only 30-kc separation postponed on FCC's motion Friday from March 4 to March 7. Meanwhile, it was reported that tests of operations on 30-kc separation in same city will be conducted by Commission staff using transmitter of WBCC, new station at Bethesda, Md., and probably at several other stations throughout country, by arrangements with licensees.

EXTRA CALENDAR was announced late Friday by FCC for this week. Feb. 26, 10 a.m., further hearing is scheduled on following: Atlantic Radio Corp., Boston; WNBH New Bedford, Mass.; Fairfield Bcstg. Co., Danbury, Conn.; WHYN Holyoke, Mass., and Pynchon Bcstg. Corp., Springfield, Mass. All are in 550-560 kc field.

WMBD Peoria, Ill. application for special temporary authority to commence interim FM operation Feb. 15, using 250-w transmitter and dipole antenna located 245 feet above street level, denied by FCC Feb. 20, Commission announced. Officials explained WMBD has proposed, not final, FM grant.

TBA SEEKS SOLUTION TO APARTMENT TV PROBLEM

NEW Television Broadcasters Assn. Subcommittee on Multiple Antenna Systems seeking solution to video reception problem in large apartment buildings [BROADCASTING, Feb. 17].

Subcommittee chairman Ernest A. Marx, head of Television Set Division, Allen B. Du Mont Labs., and Ben Adler, TEMCO Service Co., committee secretary, communicating with manufacturers of multiple antenna systems. Albert K. Ward, RCA Victor, working with RMA to secure standardization of systems. William W. Cone, also RCA Victor, heads public relations committee.

Other subcommittee members: Alexander Fisher, Belmont Electric Co.; Henry W. Appel, Federal Telephone & Radio Corp.; Solomon Sagall, Heinz Kallmann, Telicon Corp.; Will Baltin, TBA secretary-treasurer, ex-officio member. J. R. Poppele, WOR vice president and president of TBA, said ban on receiver installations largely due to lack of understanding by building owners and predicted early solution.

Mr. Marx also named chairman of new Executive Committee on Affiliates of TBA. Group will deal with transmission and receiving equipment manufacture, film production, talent and advertising. Committee members are: Selma Lee, William Morris Agency, secretary; N. A. Woodford, North American Phillips Co.; J. H. Ganzenhuber, Western Electric Co.; Philip G. Caldwell, General Electric Co.; Donald Hyndman, Eastman Kodak Co.; Earl I. Sponable, 20th Century Fox Film Corp.; Douglas Day, Buchanan & Co.; F. R. MacFarland, AT&T; Will Baltin, TBA, ex-officio.

NEW electron tube, claimed to be smallest phototube ever offered commercially, introduced by RCA, only ¼ inch in diameter.

Closed Circuit

(Continued from Page 4)

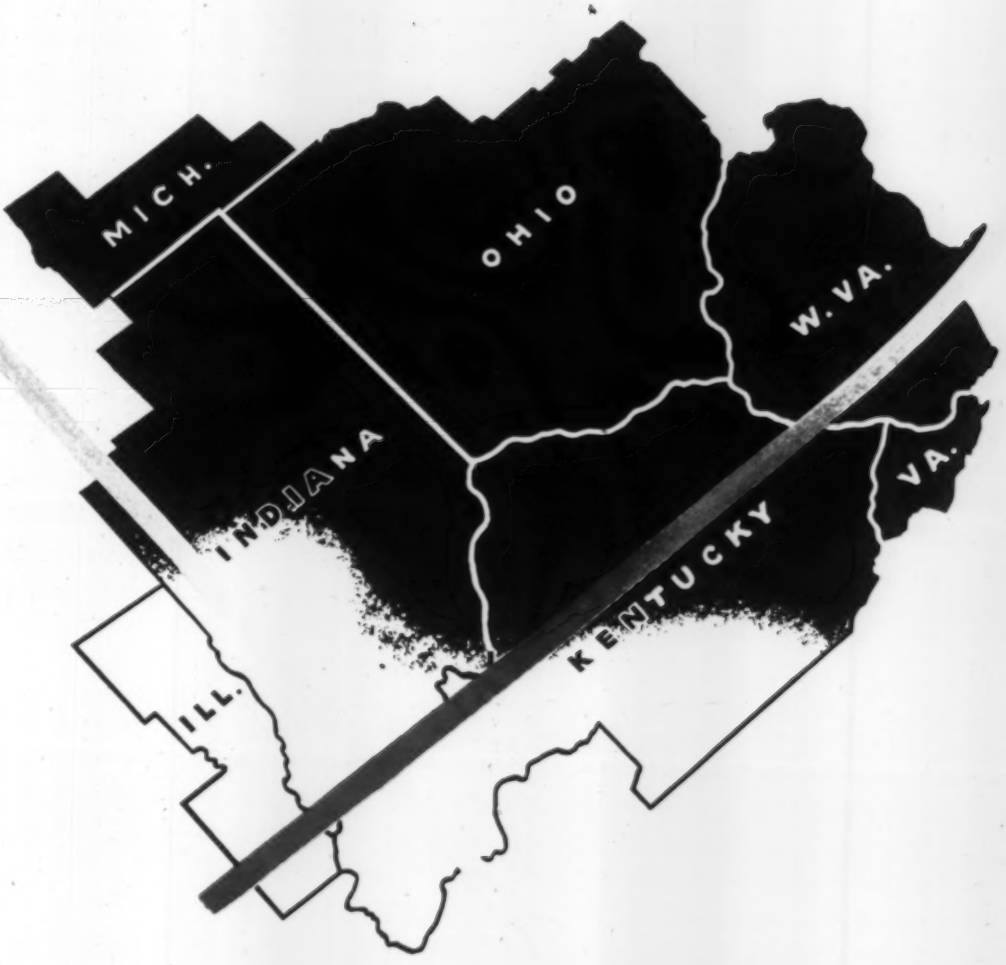
assignment of Army plane to FCC for 140-mile "Operation Puddlejump."

SEQUEL TO PURCHASE of all four newspapers in Palm Beach and West Palm Beach, Fla., by John H. Perry interests may be acquisition of one of two Palm Beach stations, WJNO or WWPG. Negotiations are under way through Smith Davis, newspaper and station financing company. If no purchase is made, Perry organization, licensee of several Florida stations (WJHP Jacksonville, WCOA Pensacola, WTMC Ocala, WDLP Panama City) expected to file for new facility.

COMMISSIONER RAY C. WAKEFIELD, California Republican whose term expires June 30, is busy mending political fences looking toward reappointment. FCC Chairman Charles R. Denny already has endorsed him at White House but regular Republican organization may question his party fealty.

IT'S OPEN season for speculation on outcome of black-and-white versus color television, now that case is in FCC's bosom. While most stoveleaguers predict no color standards, there's basis for view that FCC may flash amber rather than green light permitting developmental licensing of color "upstairs" with limited commercial usage to allow reimbursement of operating expenses only.

in this area...



In this area of 2,735,051 radio homes, WLW in four weeks reaches 2,354,878 of these homes. *That's coverage!*

During the average week, each of these families listen an average of 528 minutes a week to WLW, as compared to 201 minutes of listening per week averaged by other stations heard in the area. Thus, in competition with all other human activities, WLW receives 1¼ hours of listening per day in the average home. *That's penetration!*

There are 153 stations heard in the area, but more than one fifth—21.5%—of all the listening to all stations is to WLW. *That's dominance!*

WLW

THE NATION'S MOST POWERFUL RADIO STATION

Nielsen Radio Index February-March, 1946

CROSLEY BROADCASTING CORPORATION